Ross Reports

ON TELEVISION PROGRAMMING

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ED & PUB: Wallace A. Ross VOL. 2 NO. 7 OCTOBER 1-7, 1950
RESEARCH: Emily Jordan

THIS WEEK -- DEBUTS, HIGHLIGHTS, CHANGES

Sun(1) - ABC(Ch 7) 7:30 - 8pm; DEBUT - Showtime, USA (ANTA); from WJZ-TV to E&MW Nets; variety show with top stars & highlighting scenes from Broadway hits; Sponsor - Dodge; Agency - Ruthrauff & Ryan; Supervisor - Winston O'Keefe, R&R; Producer - Vincent Freedley, ANTA; Director-Writer - Howard Teichmann, ANTA; Prod'n Mgr - Bernard Gersten, ANTA; Music Dir - Nathan Kroll; Choreog - Russell Markert; Costumes - Audre, ABC; Sets - Fred Stover, ABC.

CBS(Ch 2) 12:30-1pm; DEBUT - Meet Your Doctor; on WCBS-TV only; panel discussion of medical topics; Sponsor - Rybutol Div of Vitamin Corp. of Amer; Agency - Byrde, Richard & Pound; Packager - Max Rogel; Director - Ned Cramer, CBS.

10-10:30pm; RETURN - Celebrity Time; from WCBS-TV to E&MW Nets; panel quiz with variety entertainers; with MC Conrad Nagel & panelists Kyle MacDonnell & Herman Hickman; Sponsor - B.F. Goodrich; Agency - BBD&O; Supervisor - Ellis Sard, BBD&O; Packager-World Video; Producer - Dick Lewine, WV; Dir - Ralph Nelson, CBS.

10:30-11pm; NEW TIME - What's My Line; from WCBS-TV to E&MW Nets; changes time from 9-9:30 alt Wednesdays; Sponsor - Stoppette; Agency - Earle Ludgin.

NBC(Ch 4) 4:30-5pm; CHANGE - Zoo Parade; from WNBT to 33sta E&MW Nets; picks up Sponsor - Quaker Oats; Agency - Ruthrauff & Ryan.

5-5:30pm; DEBUT - The Gabby Hayes Show; from WNBT to E&MW Nets; dramatized Western tales; Sponsor - Quaker Oats; Agency - Sherman & Marquette; Packager - Martin Stone; Prod-Dir - Vincent Donehue, NBC; Scripts - Jerome Coopersmith & Ray Wilson. (Replaces "Americana" formerly set for this time)

8-9pm; DEBUT - Comedy Hour; from WNBT to E&MW Nets; Bobby Clark in "Michael Todd's Revue"; Sponsor - Frigidaire; Agency - Foote Cone & Belding; Prod'n Supervisor - Robert Sarnoff, NBC; Producer - Mike Todd; Director - Kingman Moore NBC; Choreog - Tito Valdez; Music Dir - Tom Jones; Sets - Richard Senie NBC.

10:30-11pm; DEBUT - Take A Chance; from WNBT to E&MW Nets; audience participation show with MC Don Ameche; Sponsor - Nestea & Nescafe; Agency - Cecil & Presbrey; Packager - Ted Ashley; Producer - Richard Lewis, TA; Dir - Grey Lockwood NBC.

Fri(6) - ABC(Ch 7) 9-10pm; DEBUT - Pulitzer Prize Playhouse; from WJZ-TV to E&MW Nets; dramatizations of Pulitzer Prize winners; Sponsor - Schlitz; Agency - Young & Rubicam; Prod - Edgar Peterson, Y&R; Dir - Alex Segal ABC & Frank Telford, Y&R; Script Ed - Margaret Wilder; Music Dir - Bernie Green.

CBS(Ch 2) 8:30-9pm; RETURN - Man Against Crime; from WCBS-TV to E&MW Nets; Ralph Bellamy in detective mysteries; Sponsor - Camels; Agency William Esty; Prod - Charles Russell, Esty; Dir - Melville Burke, Esty; Writer - Lawrence Klee.

WOR(Ch 9) 11:30-12noon Mon, Fri; DEBUT - International Chef; on WOR-TV only; with George Haig; Dir - Harvey Marlowe WOR.

Sat(7) - ABC(Ch 7) 12-12:15pm; DEBUT - Chester The Pup; from WENR-TV, Chicago to E&MW Nets; Sponsor - Mason Candy; Agency - Turner, Leach & Co.

CBS(Ch 2) 8-9pm; RETURN - Ken Murray Show; from WCBS-TV to E&MW Nets; variety musical; Sponsor - Budweiser; Agency - D'Arcy; Prod - Ken Murray; Assoc Prod-Writer - Ben Brady; Dir - Herbert Sussan CBS; Unit Mgr - Paul LaPorte.

11-12midnight; CHANGE - Songs For Sale; from WCBS-TV to E&MW Nets; changes time from 10:30-11pm & also starts new format with guest panel members; Prod-Dir - Herb Moss CBS.

9-10pm; DEBUT - Frank Sinatra Show; from WCBS-TV to E&MW Nets; musical variety with Ben Blue, Moon Mists & Guests; Prod - Paul Dudley CBS; Dir - Hal Gerson; Music Dir - Axel Stordahl; Scripts - Hugh Weellock, Howard Snyder, Harry Crane.

10-11pm; DEBUT - Sing It Again; from WCBS-TV to E&MW Nets; musical quiz with MC Dan Seymour; Sponsors - Carter Products through SSC&B; Ludens through J.M. Mathes; Sterling Drug through Dancer-Fitzgerald-Sample; Producer - Lester Gottlieb, CBS; Director - Bruno Zirato Jr CBS.

DuM(Ch 5) 8:30-11:30pm; DEBUT - Saturday Night at the Garden; from WABD to E&MW Nets; events at Madison Square Garden; Sponsor - DuMont Telesets; Agency - Campbell-Ewald.

ADD

Mon(2) - PIX(Ch 11) 7-7:15pm Mon-Fri; Teleview of the News; on WPIX only; commentary by Ed Thorgersen; Sponsor - Studebaker Dealers; Agency - Roche, Williams & Cleary; Producer - Walter Engels; Dir - Allen Martin.

Fri(6) - ABC(Ch 7) 10:30-11pm; RETURN - Studs' Place; from WENR-TV Chicago to E&MW Nets; with Studs Terkel, Chet Roble, Beverly Younger; Win Stracke; Cooperative sponsorship.

Sat(7) - NBC(Ch 4) 5:45-6pm; NEW TIME - Wendy Barrie Show; from WNBT to E & MW Nets; changes from Wednesdays 8:15-8:30pm.

Mon(2) - ABC(Ch 7)

9-9:30pm; DEBUT - The College Bowl; from WJZ-TV to E&MW Nets; Chico Marx in a talent revue set in a college-type hangout; Sponsors - Pharma-Craft & Amer. Safety Razor; Agency - Ruthrauff & Ryan; Producer - Martin Gosch; Director - Sonny Diskin ABC; Music Dir - George Bassmann, Gosch; Vocal Dir - Herbert Greene, Gosch; Choreog - Joan Mann; Sets - Frederick Stover ABC.

CBS(Ch 2)

6:45-7pm Mon, Wed, Fri; DEBUT - Tom Corbett, Space Cadet; from WCBS-TV to E&MW Nets; science-adventure drama with Frankie Thomas; Jan Merlin, Al Markim, Michael Harvey;Margaret Garland Sponsor - Kellogg; Agency - Kenyon & Eckhardt; Packager - Rockhill Productions; Producer - Leonard Carlton, K&E; Dir - George Gould, CBS; Script Super - Albert Aley

7:45-8pm Mon, Wed, Fri; DEBUT - Perry Como Show; from WCBS-TV to E&MW Nets; musical variety; Sponsor - Chesterfield; Agency-Cunningham & Walsh; Prod-Dir - Lee Cooley, C&W.

8-8:30pm; DEBUT - Lux Video Theater; from WCBS-TV to E&MW Nets; adaptations of great dramatic works; Sponsor - Lever Bros; Agency - J. Walter Thompson; Producer - Calvin Kuhl, JWT; Directors - Fielder Cooke & Larry Goldwasser, JWT; Sets - John Lloyd & Larry Goldwasser; Script Ed - Robert Cenedella.

9-9:30pm; DEBUT - Horace Heidt Show; Filmed on location & carried by CBS E&MW Nets; talent show; Sponsor Philip Morris; Agency - Biow; Producer - Glen Miller; Dir - Basil Wrangle.

NBC(Ch 4)

9:30-10:30 alt Mondays; DEBUT - Musical Comedy Time; from WNBT to E&MW Nets; adaptations of Broadway Musical hits; Sponsor - Procter & Gamble; Agencies; Camay through Pedlar & Ryan, Tide through Benton & Bowles; Production Super - Douglas Coulter NBC; Prod-Dir - Richard Berger NBC; TV Dir - Laurence Schwab, Jr NBC; Stage Dir - Robert Ross; Packager - Bernard Schubert; Music Dir - Harry Sosnick; Choral Dir - Ken Christie Choreog - Kevin Jonson; Costumes - Paul duPont; Sets - Robert Grundlach.

WOR(Ch 9)

10-10:30am; DEBUT - Barbara Welles Show; on WOR-TV only; guest & chatter; Director - Mende Brown WOR.

12-12:15pm & 6:45-7pm; DEBUT - News; on WOR-TV only; with commentator John Wingate; Director - Ralph Giffen WOR.

Tue(3) - ABC(Ch 7)

6:30-7pm; DEBUT - Beulah; from WJZ-TV to E&MW Nets; film serie produced in N.Y.C. starring Ethel Waters; Sponsor - Procter & Gamble; Agency - Dancer-Fitzgerald-Sample; Producer - Pictorial Productions; Dir - Jean Yarborough; with Butterfly McQueen; Ginger Jones, William Post, Bud Harris, Clifford Sales.

9-9:30pm; DEBUT - Billy Rose Show; WJZ-TV to E&MW Nets; dramatizations of the Rose columns; Sponsor - Hudson Motors; Agency Brooke, Smith, French & Dorrance; Exec Prod - Jed Harris; Producer - Arnold Michaelis, MCA; Dir - Dan Petrie.

9:30-10pm; DEBUT - Can You Top This; from WJZ-TV to E&MW Nets; TV version of AM show with Ward Wilson, MC; Senator Ford; Harry Hershfield, Joe Laurie Jr, Peter Donald; Sponsor - Maiden Wine; Agency - Weiss & Geller; Packager - Senator Ford.

Tue(3) - CBS(Ch 2) 10:30-11:30pm; HIGHLIGHT - The Veiled Prophet's Ball; by cable from KSD-TV, St. Louis to E&MW Nets; traditional Autumn Ball.

DuM(Ch 5) 8:30-9pm; DEBUT - John Hopkins Science Review; from WAAM Baltimore to E&MW Nets; John Hopkins faculty demonstrating current sciences advances; Producer - Anthony Farrar, WAAM.

WOR(Ch 9) 10:30-11am Mon-Fri; DEBUT - Ruth Rowe's Modern Home Kitchen; on WOR-TV only; cooking program; Dir - Jerry Friedman, WOR.

Wed(4) - NBC(Ch 4) 8-9pm; DEBUT - Four Star Revue; from WNBT to E&MW Nets; Ed Wynn stars in the first of series with rotating comics which includes Danny Thomas, Jimmy Durante & Jack Carson; Staff for the Ed Wynn Show: Prod'n Supervisor - Pete Barnum NBC; Prod-Dir - Joe Santley NBC; Asst Prods - Hal Raywin NBC & Bill Harmon Wm Morris; Talent Package - William Morris; TV Dir - Doug Rodgers NBC; Scripts - Vincent Bogart; Seemon Jacobs, E. Johansen, Bud Pearson, Phil Sharp; Prop Consultant - Fred Corwey; Music Dir - Merle Kendrick; Costumes - John Boxer NBC; Sets - Ted Cooper, NBC.

WOR(Ch 9) 11-11:30am Mon-Fri: DEBUT - Mr. & Mrs. Shopping; on WOR-TV only; shopper show; Sponsor - R & F, Inc; Agency - Marfree; Dir - Clay Yurden, WOR.

11:30-12noon Tue, Wed, Thu; DEBUT - The McCanns; on WOR-TV only; guests & chatter; Director - Harvey Marlowe, WOR-TV.

12:45 on; HIGHLIGHT - World Series; from WOR-TV & WPTZ to 80 stations on the ABC, CBS & NBC networks plus WGN-TV Chicago; Sponsor - Gillette; Agency - Maxon; WOR-TV Director - Ralph Giffen; Sports Director - Roy Meredith; WPTZ will originate first, second, sixth & seventh games; WOR-TV, the 3rd,4th,5th.

Thu(5) - ABC(Ch 7) 10-10:30pm; DEBUT - I Cover Times Square; from WJZ-TV to E&MW Nets; drama with Harold Huber in the lead; Sponsor - Air-wick; Agency - Weintraub; Agency Superv - William Weintraub, Jr; Packager - Harold Huber.

CBS(Ch 2) 9:30-10pm; DEBUT - Big Town; from WCBS-TV to E&MW Nets; adventure drama; Sponsor - Lever Bros; Agency - Ruthrauff & Ryan; Supervisor - Marshall Grant, R&R; Writer-Prod - Charles Robinson; Director - Dave Rich CBS.

NBC(Ch 4) 8-8:30pm; DEBUT - You Bet Your Life; from WNBT to E&MW Nets; audience participation comedy quiz with Groucho Marx; Sponsor - De Soto; Agency - BBD&O; Packager - John Guedel; Producer - Bob Dwan; Director - Bernie Smith; Filmed by Filmcraft.

9-9:30pm; RETURN - College of Musical Knowledge; from WNBT to E&MW Nets; Kay Kyser & Ish Kabibble, Michael Douglas, Sue Bennett, Diane Sinclair, Ken Spalding, Carl Hoff; Sponsor - Ford Dealers; Agency - J. Walter Thompson; Prod-Dir - Seymour Kulik, JWT.

Fri(6) - ABC(Ch 7) 7:30-8pm; DEBUT - Art Linkletter Show; from KECA, L.A. to E&MW Nets; Sponsor - Green Giants Co; Agency - Leo Burnett; Pkgr - John-Guedel; Prod - Irvin Atkins; Dir - Stewart Phelps KECA.

PROGRAM	NET	TIME	GUESTS
		SATURDAY SEPTEMBER 30	
Jack Carter	NBC	8-9pm	Reginald Gardiner, actor; Valerie Bettis, dancer
Your Show Of Shows	NBC	9-10:30pm	Ralph Bellamy, guest MC
		SUNDAY OCTOBER 1	
Celebrity Time	CBS	10-10:30pm	Kitty Carlisle, singer-actress; Zachary Scott, actor
Comedy Time Bobby Clark MC	NBC	8-9pm	Sigmund Romberg; Joan Blondell
Leave It To The Girls	NBC	7-7:30pm	Kathleen Windsor, authoress; John Daly
Philco Playhouse	NBC	9-10pm	The Touch Of A Stranger by Whitfield Cook; adapted by Joseph Liss; with Leslie Nielsen Olive Deering, E.G. Marshall
Say It With Acting	NBC	6:30-7pm	Gentlemen Prefer Blondes vs. the Arthur Murray Dancers
Showtime, USA (ANTA)	ABC	7:30-8pm	Helen Hayes; Carol Channing; Henry Fonda; Grace & Paul Hartman; Alec Templeton; Kiss Me Kate Chorus
Starlit Time	DuM	7-8pm	Hildegarde Halliday, comedienne
This Is Show Business	CBS	7:30-8pm	Faye Emerson; Imogene Coca, comedienne; Frank Guarrera, singer; Betty Bruce, dance
Toast Of The Town	CBS	8-9pm	Bert Lahr; Gordon Jenkins; James Barton, actor; Betty & Jane Kean, comediennes; Phil Jones Dance Group
		MONDAY OCTOBER 2	
Hollywood Screen Test	ABC	7:30-8pm	Edward Everett Horton, lead; Barbara Bolton, Casey Allen, test
Lights Out	NBC	9-9:30pm	The Posthumous Deed orig by Richard Seff; with Ed Begley, Biff Elliott. Arthur Hansen Kenneth Renard, Blair Davis, Roland Hogue, Leonard Sherer
Lux Video Theater	CBS	8-8:30pm	Saturday's Children by Maxwell Anderson; adapted by Bob Cinedella; with Joan Caulfield John Erickson, Una O'Conner, Eileen Heckart, Ralph Riggs
Mohawk Showroom	NBC	7:30-7:45pm	The Chieftains, vocal group

TALENT SHOWSHEET (Continued)

MONDAY OCTOBER 2 (Continued)

PROGRAM	NET	TIME	GUESTS
Musical Comedy Time	NBC	9:30-10:30	Anything Goes adapted by John Wheedon & Sam Moore; with Martha Raye, John Conte, Billy Lynn; 13 principals; 10 singers; 8 dancers
Studio One	CBS	10-11pm	The Passionate Pilgrim by Charles Terrott; adapted by Sumner L. Elliott; with Lousen MacGrath, Richard Hart, Jane Seymour, Maia Gregory, Gavin Gordon, Pat O'Malley, Paul Potter, Jane Surrey, Rudulph J. Watson, Dorothy Blackburn, Kathleen Crowley, Horace Braham, John W. Austin
Kate Smith	NBC	4-5pm	Mary Hatcher & Herkie Styles, comedy singers; Eddie Fisher, singer
Speidel Show	NBC	8-8:30pm	Bela Lugosi
Voice Of Firestone	NBC	8:30-9pm	Rise Stevens
College Bowl Chico Marx MC	ABC	9-9:30pm	Permanent talent group: Joan Holloway, Tommy Morton, Paula Huston, Jimmy Brock, Vicki Barrett, Lee Lindsey, Barbara Ruick, Stanley Prager

TUESDAY OCTOBER 3

Armstrong Circle Theater	NBC	9:30-10pm	Roundup orig by Ruth Woodman; with Zachary Scott, Klock Ryder, Jeanne Shepard, William Freed, J.Y. Yen, James Maloney, Duddy Sadler
Cavalcade Of Bands	DuM	9-10pm	Gene Krupa; Betty Brewer, singer; Paul Gray, singer-comedian
Danger	CBS	10-10:30pm	The Fearful One adapted by Alvin Sapinsley from the novel "Shredni Vashtar" by Saki (H.H. Monro); with Iris Mann, Nan MacFarland, John Shellie, Joan Smith, Jackie Collins
Eloise Salutes Stars	DuM	7:30-7:45pm	Woody Herman, band leader; Hy Gardner, columnist
Little Show	NBC	7:30-7:45pm	Narita Moss, singer
Startime	DuM	10-11pm	James Jewell, singer
Sure As Fate	CBS	8-9pm	Beyond Reason by Worthington Miner; based on a radio script by Devery Freeman;

TUESDAY OCTOBER 3 (Continued)

PROGRAM	NET	TIME	GUESTS
Suspense	CBS	9:30-10pm	The Monkey's Paw by W.W. Jacobs; adapted by Frank Gabrielson; with Stanley Ridges, Douglas Watson, Richard Fraser, Mildred Natwick
Texaco Star Theater	NBC	8-9pm	Leo Durocher; Laraine Day, actress; Jan Murray, comedian; Raymond Massey, actor; Helaine & Howard, dancers

WEDNESDAY OCTOBER 4

Kraft Theater	NBC	9-10pm	I Like It Here by A.B. Shiffrin; adapted by Howard Lindsay; with Stefan Schnabel, Carmen Mathews, Donald Buka, Ann Francis, David Orrick, Herbert Nelson
Kate Smith	NBC	4-5pm	Three Riffs; Copsey & Ayers, dancers
4 Star Revue Ed Wynn MC	NBC	8-9	Edith Piaf, singer; Ben Wrigley, comedian

THURSDAY OCTOBER 5

Big Town	CBS	9:30-10pm	Payoff orig by Charles Robinson; with Patrick McVey, Mary K. Wells, James Coots
College of Musical Know	NBC	9-10pm	Mindy Carson, singer; Bill Stern, sports
Kate Smith	NBC	4-5pm	Dorothy Jarnac, dancer; Bonita Granville, actress
Nash Airflyte Theater	CBS	10:30-11	Portrait Of Lydia by A.A. Milne; adapted by Max Wilk; with David Niven, Mary Beth Hughes, Frank Compton, Robert Pike, Leslie Barrie, Joseph Foley

FRIDAY OCTOBER 6

Ford Theater	CBS	9-10pm	The Marble Fawn by Nathaniel Hawthorne; adapted by David Davidson; with Anna Lee, Alan Shayne, Wesley Addy, Toren Thatcher, Sally Chamberlin, Carrie Bridewell
Pulitzer Prize Playhouse	ABC	9-10pm	You Can't Take It With You by George Kaufman & Moss Hart; adapted by Nancy Moore; with Charles Coburn, Ella Raines, Joan McCracken, Joseph Buloff, Nydia Westman, E.G. Marshall, Dora Clement, Ralph Bunker
Star In The Family	CBS	10-10:30pm	Joan Edward; Billy Graves Trio
Versatile Varieties	NBC	9-9:30pm	Glenn Langan, actor; Sue & Al Lynn, comedy dancers; Jean Swetland & Joseph Scandur, musical singers

Ross Reports

ON TELEVISION PROGRAMMING

ED & PUB: Wallace A. Ross
ASSISTANT: James M. Friedman
RESEARCH: Emily Jordan

VOL. 2 NO. 7
SUPPLEMENT A

OCTOBER 8-14, 1950

TELEVISION PROGRAMMING'S BIGGEST WEEK TO DATE

What with the opening of the World Series, the extension of the cable to 14 more cities, and the debut or return of some 30 major network programs, the past week might well be termed TV Programming's biggest to date.....the number of stations reportedly picking up the Series mounted to approximately 80, with receiver sales booming in the newly-interconnected areas.....and daily newspaper reviewers were hard put to do a competent or complete job of covering the tremendous wealth of talent and programs which debuted. Incidentally, the marked differences of critical opinion were such as to make some people wonder if our esteemed members of the 4th Estate were not overreaching themselves in the attempt. Is television to be a prey to the same God-like utterances to which legitimate theater has been subjected?

Regardless of how they were received, the names seen on video screens were indeed impressive: Showtime USA (ANTA), Celebrity Time, The Gabby Hayes Show, The Bobby Clark Show, Don Ameche in Take A Chance, The Pulitzer Prize Playhouse, The Ken Murray Show, Frank Sinatra Show, Your Hit Parade, Sing It Again, Chico Marx, The Lux Video Theater, The Perry Como Show, The Horace Heidt Show, Musical Comedy Time, Beulah, The Billy Rose Show, Can You Top This, The Johns Hopkins Science Review, Big Town, The Groucho Marx Show, Kay Kyser's Musical College, The Art Linkletter Show, NBC's Four Star Wednesday Revue, I Cover Times Square, Chester The Pup, and DuMont's Saturday Night at Madison Square Garden were among those debuting.

TV - THE WORLD SERIES - BOXING -- The Louis-Charles championship fight was viewed by an estimated 38,000,000 people, according to reports last week, with television accounting for as much as 48% of the promoters' net income, as well as 25% of Louis' $1,000,000 cut.....Behind the scenes at the World Series, a squabble between the players and Commissioner Happy Chandler for a share of the TV rights($800,000) is going on, with players asking for a large portion for their pension fund.

COLOR SQUABBLE STILL UNSETTLED -- Now confined to closed sessions of the FCC, the dispute over which color standards are to be adopted is once again in vogue. Now RCA is asking that the commission witness demonstration of its compatible technique between December 5 and January 5 and that actual decision as to the system adopted be postponed until June 1951. The Commission is supposed to adopt the CBS technique as of now, since receiver manufacturers have been unable to meet the deadline for devising bracket attachments to handle CBS color and black & white.

TV COVERAGE LIKE A FLOOD TIDE -- Radio & TV Manufacturers' Association has announced that sets manufactured in August totaled 702,287 and that an 8 month total for 1950 is 4,146,602, more than a million over the 1949 total output. Meanwhile a TBA progress report claims that TV service is now available to 65% of the nation's homes, in 40 of the 42 cities over 250,000.

THIS WEEK--DEBUTS, HIGHLIGHTS, FUTURES

Sun(8) - ABC(Ch 7) 7-7:30pm; RETURN - Paul Whiteman Revue from WJZ-TV to E&MW Nets; musical with Earl Wrightson, dancers, etc; Sponsor - Goodyear; Agency - Y&R; Producer-Director - Wm H Brown Jr., Y&R, TV Director - Ward Byron, ABC; Choral Director - Ray Porter; Choreographer - Frank Westbrook; Sets & Costumes - James McNaughton, ABC.

8-8:30pm; DEBUT - Hollywood Premiere Theater from WJZ-TV to E&MW nets; kine at KECA-TV LA; variety revue with top Hwood names; guests this week - Gale Storm & Don Defore; Packager - Wm Morris Director - Bob Finkel.

NBC(Ch 4) 4-4:30pm; CHANGE - Meet The Press from WNBT to E&MW Nets; new time and new sponsor - Revere Copper & Brass; Agency - St. Geo. & Keyes; Packager - Martha Rountree.

PIX(Ch11) 12:30-12:45pm; DEBUT - Van & The Genie; WPIX only; children's fantasy adventures with Rosamund Vance and Lorenzo Fuller; sponsor - Asher Bros. for Scotty Pops; Agency - Manhattan; Producer-Seymour Kaplan, Tel-Air Features; Directors - Bob Colodzin of Manhattan & Lou Florence, WPIX; Sets - Duane McKinney; Costumes-Kitty D'Alessio.

Tue(10) CBS(Ch 2) 8-9pm; DEBUT - Prudential Family Playhouse; from WCBS-TV to E&MW Nets; dramatic series; Sponsor - Prudential Insurance; Agency - Calkins & Holden, McClinton, Carlock & Smith; Producer-Director-Donald Davis, CBS; Associate - Dorothy Mathews, CBS; Sets-Henry May, CBS; alternate Tuesdays with Sure As Fate.

9-9:30pm; DEBUT - The Vaughn Monroe Show;from WCBS-TV to E&MW Nets; musical with Monroe, Shaye Cogan, Ada Lynne, Ziggy Talent, The Moon Maids and The Moon Men; Sponsor - Camels; Agency - Wm Esty; Supervisor - Wm Stuart, Esty; Producer-Director - Don Appell, CBS; TV Director - Lela Swift, CBS; Scripts - Hal Block & Lyn Duddy; Sets - Jack Venza.

WOR(Ch 9) 8:30-9pm; DEBUT - Drill Call; on WOR-TV only; Insturction for Naval Reservists; Producer - 3rd Naval Distr. Training Corp.

Wed(11) NBC(Ch 4) 8-9pm; DEBUT - The Danny Thomas Show; from WNBT to E&MW Nets; second of Four Star Revue; Prod Superv - Pete Barnum,NBC; Prod-Dir - Leo Morgan, Wm Morris; TV Director - Garry Simpson,NBC; Asst Prod - Hal Raywin,NBC; Casting of Bits - Marie Correll,NBC; Scripts - Arnold Horwitt, Morris Friedman, Danny Thomas; Music - Lew Bring; Choreog - Bob Sidney; Props - Ed Stahl,NBC; Sets - David Ffolkes; Costumes - Paul duPont.

Thu(12) CBS(Ch 2) 8-8:30pm alt Thursdays; DEBUT - Geo Burns & Gracie Allen Show; first 3 shows from WCBS-TV, others from KTTV; situation comedy with Bill Goodwin, Bea Bendaret & Hal March; Sponsor - Carnation Milk; Agency - Erwin,Wasey; Prod-Dir - Ralph Levy,CBS; Scripts - Paul Henning, Sid Dorfman, Harvey Helm, Wm Burns.

PLEASE MAKE THESE CORRECTIONS IN YOUR SEPT. DIRECTORY

Packager of Space Cadet is Rockhill Radio & TV Prods.....Pg 30
ANTA address is 245 West 52nd Street.....Pg 3
Manhattan Spotlight no longer sponsored by Dictaphone(Y&R)..Pg 27
Your Hit Parade has returned for Lucky Strike.....Pg 19

LAST WEEK'S ARRIVALS, CHANGES

CBS -- Great Moments In Sports; 10:45-11pm Wednesdays; film highlights with Rex Marshall narrating; Sponsor - Bond Street Tobacco; Agency - Cecil & Presbrey; Packager - Robert Hall; To the net.

Before The Kickoff; 1-1:30pm Saturdays; Sponsor - Shulton, Inc; Agency - Wesley Associates; To the net.

Football Wrap-Up; 15 minutes post-game with Jim McKay; Sponsor - Guild Wine; Agency - Honig-Cooper (San Francisco); on WCBS-TV only.

World Series Warm-Up; 15 minutes preceding game; Conny Desmond narrating; Sponsor - Adler Shoes; Agency - Frederick Clinton; On WCBS-TV only.

DuM -- Hold That Camera; 8:30-9pm Fridays; to the net; changes format -- variety show with Kyle MacDonnell & guests; Sponsor - Esquire Boot Polish; Agency - Emil Mogul; Packager - MCA; Producer - Dick Gordon; Dir - Alex Leftwich.

NBC -- Your Hit Parade; 10:30-11pm; to the net; debuted October 7; with Snooky Lanson, Eileen Wilson, Dorothy Collins, The Hit Paraders & Raymond Scott's Orchestra; Sponsor - American Tobacco Co; Agency - BBD&O; Prod-Dir - Clark Jones, NBC; Choreographer - Tony Charmole.

Four Star Revue; 8-9 Wednesdays; to the net; picks up Sponsor - Motorola (for first 3 shows and every third show thereafter) Agency - Ruthrauff & Ryan.

WOR -- Sports Page; 11-11:15pm Tues, Thurs, Fri; with leading sportscasters; Sponsor - James Kiamie Chemical Co; Agency - Product Services Group; Producer - Les Persky; Director - Jerry Friedman.

Bowery Music Hall; 8-9 Wednesdays; changed time from 8-9 Tuesdays; adds Jerry & Frances Stafford to permanent cast.

Talent Parade; Thursdays 8-9pm; changes time from 7:30-8:30 Saturdays.

ADD TO TALENT SHOWSHEET

FRIDAY OCTOBER 13

Big Story	NBC	9:30-10pm	Joseph Latham, Cliff Hall, James McCallion, John Glendinning, Glen Denning, Joseph Boland, Romeo Muller, Byron Nash
Magnavox Theater	CBS	9-10pm	Strange Harbor by Carol Gluck & Manya Starr adapted by Jerome Ross; with Dane Clark, Geraldine Brooks, Dennis Harrison, Philip Faversham, Paul Anderson, Leo Penn, John Boruff, Mary Boylan, Marion Scanlon, Lynne Rogers
Pulitzer Prize	ABC	9-10pm	The Canton Story; with Richard Carlson, Margaret Lindsay, Robert Shawley, Richard Shankland, Iggie Wolfington, Roger Sullivan, Enid Pulver, Tommy Lewis, Matt Briggs, Don Briggs, Paul Mann, Kurt Katch, Tom Nello, Stefan Schnabel, Maurice Manson, Alex Campbell

PROGRAM	NET	TIME	GUESTS
MONDAY OCTOBER 9 (Continued)			
Lights Out	NBC	9-9:30pm	Just What Happened by Gelett Burgess; adapted by R.N. Brant; with John Howard, Dick Purdy, Rita Lynn, Alan Stevenson, Lolla Hespon, William Reed, James Rafferty, Garr Smith, William Branch
Lucky Strike Theater	NBC	9:30-10:30	Arrowsmith by Sinclair Lewis; adapted by Joe A. Cross & Allan Surgal; with Van Heflin, June Dayton, Edward Cullen, Robert Chisholm, Humphrey Davis, Bruno Wick, Klock Ryder, Anthony Cooper, Stanley Tackney, Frank Behrens
Lux Video Theater	CBS	8-8:30pm	Rosalind by James Barrie; edited by Larry Goldwasser; with Louise Rainer, David Wainwright, Kate Tomlinson
Mohawk Showroom	NBC	7:30-7:45	Billy Williams Quartet
Studio One	CBS	10-11pm	Specter Of Alexander Wolff by Gaito Gazdanov; adapted by Charles O'Neill; with Joan Chandler, Murvyn Vye, Leslie Nielson, Robert Harris, Philip Robinson, Helen Wagner, Roc Rogers, Herbert Rudley
Talent Scouts	CBS	8:30-9pm	Beverly Purvin, singer; Dorothy Harrison, singer; Bob Patterson, singer; Rhythm Rascals, instrumental & vocal trio
Kate Smith	NBC	4-5pm	Louise Rainer; Mickey Deens, comedian; John Butler Ballet Dancers
Voice Of Firestone	NBC	8:30-9pm	Lauritz Melchior
Who Said That	NBC	10:30-11pm	Henry Morgan; Elsa Maxwell; Paul Gallico, author
TUESDAY OCTOBER 10			
Armstrong Circle Theater	NBC	9:30-10pm	Give & Take orig by Lawrence & Virginia Dugan; with Frank Albertson, Martin Rudy, Harriet MacGibbon, Johanna Douglas, Richard Bishop, Peggy Wagner, Arthur Storch, Seth Arnold
Billy Rose Show	ABC	9-9:30pm	The Night Billy Rose Should Have Stood In Bed adapted by Edward Chodorov; with Burgess Meredith, Daniel Reed, Ruth McDevitt
Danger	CBS	10-10:30pm	Dressing Up by W.R. Burnett; adapted by Louis Adelman; with Don Hanmer, Lee Grant, Pitt Herbert, Salem Ludwig, Gene Blakely, Tom Avera, Gertrude Slack, Martin Balsam

PROGRAM	DATE	SUBJECT
FALLON SHOWCASE (Continued)		
MONDAY EVENING - (Continued)		
Little Gem	MON. 9-11:00p	Jane Powell, Dennis Day, Ralph Edwards, Ann Blyth, Jack Benny, Bob Crosby, Ann Sothern, Eddie Bracken, Bob Hope, Jerry Colonna, Don Quinn, Lynne Roman
Lucky Strike Theatre	MON. 9:30-10:00p	Appearance by Gloria Swanson, sponsored by Lucky Strike; with Jack Benny, Dick Haymes, Jane Greer, Ann Sothern, Eddie Bracken, Bob Hope, Jerry Colonna, Don Quinn, Lynne Roman
Mr. Ace & Jane	MON. 8-8:30p	Presented by Jerome Beatty, starring Jane Ace, Ann Burton, Walter Catlett, Jerry Hausner, Jerry Lester, Ann Sothern, Bob Hope, Jerry Colonna, Don Quinn, Lynne Roman
Phyllis Lawson	MON. 7:30-8:00p	Philip Morris Cavalcade
Radio One	MON. 10-11pm	Program of classical music by Guest Conductor, followed by Charles Martin, with Jerry Lewis, Keenan Wynn, Ann Blyth, Philip Morris, Ann Sothern, Lynne Roman, Bob Hope, Jerry Colonna
Talent Scouts	TUE. 8:30-9pm	Kenneth Murray, Kenny Baker, Jerry Lester, Jim Backus, Kenny Baker, Phyllis Lawson, Jerry Lester, Lynne Roman
Tate Series	TUE. 4-5pm	Lucille Ball, Johnny Downs, Gene Lockhart, John Philip Sousa, Jerry Lester, Lynne Roman
Time Of Trouble	TUE. 8:30-9pm	Jerry Lester, Bob Hope
Vic Dale Show	TUE. 10:30-11:00p	Dance program, Dick Maxwell, Paul Gallico, Lynne Roman
TUESDAY CONTINUED		
Armstrong Circle Theatre	TUE. 10:30-11pm	Crime solving play by Lawrence G. Blochman, with Frank Albertson, Harry Bolt, Lucille Ball, Johnny Downs, Jerry Lester, Bruce Bennett, Lynne Roman, Arthur Murray, Bob Hope
Billy Rose Show	TUE. 9-9:30pm	The Music Hall Show Boat; Jerry Lester, Lynne Roman, Bob Hope, Jerry Colonna, Don Quinn
Bonanza	TUE. 10-10:30pm	Presented by U.S. Borax; adapted by Dario Ambriano with Jan Murray, Ann Sothern, Lynne Roman, Bob Hope, Jerry Colonna, Don Quinn, Lynne Roman, Jerry Lester, Ann Sothern, Jerry Lester, Lynne Roman
ROOM SERVICE		**TUESDAY CONTINUED**

PROGRAM	NET	TIME	GUESTS
SATURDAY OCTOBER 7			
Jack Carter	NBC	8-9pm	David Niven, actor; Dorothy Claire, singer
Ken Murray Show	CBS	9-10pm	Anne Shelton, singer; Alan Young, comedian Herbert Marshall, actor; Richard Webb, actor
Show Of Shows	NBC	9-10:30pm	Nanette Fabray, guest MC
SUNDAY OCTOBER 8			
Bee Kalmus	ABC	11-12pm	Joe Laurie, Jr; Eddie Fisher, singer
Celebrity Time	CBS	10-10:30pm	Faye Emerson; Carl Hubbell, baseball star
Colgate Comedy Time	NBC	8-9pm	Eddie Cantor, MC; Marilyn Cantor
Gabby Hayes	NBC	5-5:30pm	Harvey Stephens, Helen Craig, Royal Dano, Sid Cassel, Jerry Crews, Norma Bernhardt
Leave It To The Girls	NBC	7-7:30pm	Nancy Kelly, actress; John Henry Faulk
Hollywood Premiere Thtr	ABC	9-9:30pm	Gil Lamb, comedian; Martha Tilton, singer; Jesse, James & Cornell, dancers
Philco Playhouse	NBC	9-10pm	The Vine That Grew On 50th Street by Charles Robbins; adapted by Nelson Olmsted; with Nelson Olmsted, Bethel Leslie, Florida Friebus, Frank Maxwell, Dorothy Sands, William Farnum
Say It With Acting	NBC	6:30-7pm	Southern Exposure vs. Arthur Murray dancers
Showtime, USA (ANTA)	ABC	7:30-8pm	Thomas Mitchell; Benny Goodman; Jane Pickens & the Escourtiers, singing group; Jack Pearl; Cliff Hall, comedian
This Is Show Business	CBS	7:30-8pm	Flora Robson, actress; Jackie Gleason; Rose Bampton, opera star
Toast Of The Town	CBS	8-9pm	Ethel Waters; Julie Harris; Brandon De Wilde; Leonard Warren, opera star; Jean Carroll, comedienne; Reginald Gardiner
Paul Whiteman Revue	ABC	7-7:30pm	Lina Romay, singer
MONDAY OCTOBER 9			
At Home Show	CBS	11-11:15pm	Barbara Weaver, singer; John Sebastian, harmonicist
Hollywood Screen Test	ABC	7:30-8pm	Eva Gabor, lead; Verne Collett, Gene Barry tests

PROGRAM	NET	TIME	GUESTS
TUESDAY OCTOBER 10 (Continued)			
Eloise Salutes Stars	DuM	7:30-7:45pm	Margaret Phillips; Richard Maney, p.a.
Cavalcade of Bands	DuM	9-10pm	Louis Armstrong; Golden Gate Quartet; George Kirby, comedian; Bobby Davis, dancer
Kate Smith	NBC	4-5pm	Ethel Smith; Charioteers; Bill Norvas & the Upstarts, singing group
Prudential Playhouse	CBS	8-9pm	Biography by S.N. Behrman; adapted by Robert Anderson; with Gertrude Lawrence, Kevin McCarthy, Hiram Sherman, Tonio Selwart, Lawrence Fletcher, Olga Fabian
Star Time	DuM	10-11pm	Peter Hamilton, dancer
Suspense	CBS	9:30-10pm	Criminal's Mark orig by John&Ward Hawkins with Catherine McLeod, Joseph Wiseman, Richard Kiley
Texaco Star Theater	NBC	8-9pm	Evelyn Knight; Three Stooges
WEDNESDAY OCTOBER 11			
Dinner at Sardi's	WOR	7:30-8pm	Anne Jeffries; Geraldine Brooks; Glenn Langan, actor
Four Star Theater	NBC	8-9pm	Danny Thomas, MC; Marie MacDonald; Sheila Bond, actress; Ruggiero Ricci, violinist
Kraft Theater	NBC	9-10pm	The Great Broxopp by A.A. Milne; adapted by Howard Lindsay; with Chester Stratton, Faith Brook, Philip Tonge, Rex O'Malley, Michael Dreyfus, Jane Sutherland.
Kate Smith	NBC	4-5pm	John Payne; Mario & Floria; Olyn Landic, comedian; George Prentiss, puppeteer
The Web	CBS	9:30-10:30	The Dark Curtain orig & adap by Max Ehrlich; with Hugh Franklin, John Newland, Earl George, Haila Stoddard
THURSDAY OCTOBER 12			
Little Show	NBC	7:30-7:45pm	Sandra Deel, singer
Nash Airflyte	CBS	10:30-11pm	The Boor by Anton Chekhov; adapted by Ellis Marcus; with Frederic March, John Lorimer
Kate Smith	NBC	4-5pm	Donald Buka, actor
Kay Kyser	NBC	9-10pm	Billy Gilbert; Condos & Brandow, dancers

Ross Reports

ON TELEVISION PROGRAMMING

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VOL. 2 NO. 7
SUPPLEMENT B

OCTOBER 15-21, 1950

WAS RADIO EVER LIKE THIS?

SPONSOR INFLUX TO TV HAS NETWORKS NEARLY SOLD OUT!

TOP TALENT COMPETING IN EVERY "A" TIME SEGMENT

Pity the poor viewer who must choose between programs, but cheers for television's time salesmen whose only want is a lack of time to sell! With Fall network schedules just about locked up, it is now apparent that a truly amazing achievement can be recorded -- nearly all Class "A" Time on the four networks has been sold out! And what network time is still available will either be gobbled up by December or "frozen out" by inability to clear enough stations for prospective sponsors.

An analysis of Class "A" time projected to network schedules as of the October-November period reveals that out of a possible 116 hours of telecast time on the four webs between the hours of 7-11pm weekdays and 6-11pm Sundays, some 39 hours are either sustaining, co-op sponsored in various cities, or reserved for local shows ....while some 77 hours are sponsored by network advertisers.

Analysis by network shows that NBC-TV has only 1½ hours per week of unsponsored network "A" time....with the only openings occurring at 10:30-11pm Mondays and Thursdays when it has programs sponsored in NYC while others are co-oped to the network, as well as the recently cancelled "Believe It Or Not" time, 8:30-9pm Thursdays. This latter time, along with the 8-9pm Wednesday comedy hour already sponsored every third week by Motorola, is expected to be picked up within a matter of weeks.

CBS-TV has only 5 hours of unsponsored network "A" time weekly -- the 7-7:30pm "Stork Club" strip on weekdays...the 6-6:30pm period on Sundays...the 9-10pm Saturday "Frank Sinatra Show"...and the 10:30-11pm period on Tuesdays.

Slightly higher availabilities on the other two networks are accounted for by their concentration on co-operatively sponsored sports programs and other shows originating from Chicago by cable or Hollywood by transcription. DuMont has no network sponsor for 19 Class "A" network hours weekly...while ABC-TV is unsponsored on the network during some 14 hours weekly.

* SEE CHART - NEXT PAGE

The prevalent situation in the "A" time periods has had significant results: 1. There is fierce competition for control of just about every "A" time segment, with top talent as the chief combatants. 2. Development of the afternoon and late evening time periods is proceeding at a merry clip. (continued - next page)

** Special Supplement -- Network Program Schedules (with Sponsors)
Accompanies This Issue — please ad

A look at television's roster of stars seems to indicate that "everybody's in TV but Crosby". Not only is there a veritable vaudeo circuit for the entertainment visitors to New York City, but major talent from all other fields is now ensconced in regular weekly programs.....there's Ed Wynn, Jimmy Durante, Bob Hope, Bobby Clark, Don Ameche, Fred Allen, Laraine Day, and Jack Carson...to name a few. While Jack Benny and Edgar Bergen are imminent additions. Gene Autry, Gabby Hayes & Roy Rogers are in, theater owners notwithstanding.

Control of stars and dominance of time segments are issues already carried over from radio.....with all eyes soon to be concentrated on October and November ratings by way of establishing comparative results to date. CBS and NBC are seemingly out to cut each other's throats, as well as those of their stars and the public, while ABC and DuMont are pitching in with some strong entries of their own - with the former initiating a 7 day a week schedule this Fall. Major snarls are occasioned by NBC's efforts to cut into the Sullivan and Godfrey shows as well as the CBS Monday night lineup...and by CBS efforts to cut down Berle and the NBC Saturday night stronghold. But every day is almost equally contested -- SEE Network Program Schedules which accompany this issue.

Sponsors - especially the late-comers - face a twofold problem -- clearing as many stations as they'd like....and discovering whether or not they belong in television at all. The former problem is, of course, occasioned by the continued freeze on new stations & the current squabble over distribution of new cables... while the latter is occasioned by nothing more than tremendous production costs.

A subsequent examination will go into the daytime programming situation which is taking on more and more the characteristics of nighttime TV, but what with network strip shows for Kate Smith, Garry Moore, Ransom Sherman, Bert Parks & the first P&G soap opera already a fact, that development seems assured. As for the 11-12 midnight period, some wags state that the networks will soon be establishing it as "A" time....based on "Broadway Open House", the Masland Show, Robert Q. Lewis, Faye Emerson, and other achievements. Following is a chart of available network time, including those shows currently co-op or locally sponsored, or sustaining.

7-11pm Weekdays — NETWORK AVAILABILITIES — 6-11pm Sundays

DAY	ABC-TV	DuMONT	CBS-TV	NBC-TV	TOTAL
Sunday	6-7pm, 8-10pm	6-9pm, 10-11pm	6-6:30pm	Sold Out	7½ Hrs
Monday	7-7:30, 8:30-9 9:30-11pm	7-11pm	7-7:30pm	10:30-11pm	7½ Hrs
Tuesday	7-7:30, 8:30-9	7:30-9pm	7-7:30,10:30-11	Sold Out	3½ Hrs
Wednesday	7-7:30, 8-9pm 10-11pm	7:30-9pm 10:30-11pm	7-7:30pm	Sold Out *	5 Hrs
Thursday	7-7:30pm	7:30-9,9:30-11	7-7:30pm	8:30-9 pm 10:30-11pm	5 HHrs
Friday	7-7:30,10:30-11	7-8:30,9:30-10	7-7:30pm	Sold Out	3½ Hrs
Saturday	7-8, 8:30-11pm	7-8:30,10-11pm	7-7:30,9-10pm	Sold Out	7½ Hrs
	14 Hrs	19 Hrs	5 Hrs	1½ Hrs	39½Hrs

* 8-9 comedy hour Wednesdays sponsored by Motorola every 3rd week.

Side note -- Selection of TV time segments by sponsors appears to be based purely on TV competition, with little concern given to radio competition at the same time.

Sun(15) - DuM(Ch 5) 9-10pm; DEBUT - The Arthur Murray Show; from WABD to E&MW Nets; variety revue with Mrs. Arthur Murray, MC & the Arthur Murray Dancers; Agency - Dorland, Inc; Producer - Howard Barnes, Dorl; Director - Franklin Warren; TV Dir - Lou Sposa, DuM; Scripts - Bob Smith. (Name guests & college choral groups)

Mon(16) - CBS(Ch 2) 11-11:05am; NEW TIME - Facts & Forecasts; on WCBS-TV only; M-F.
11:05-12noon; NEW TIME - About The House; on WCBS-TV only; M-F.
12-1:30pm; NEW TIME - Real McKay; on WCBS-TV only; M-F.

1:30-2:30pm Mon-Fri; DEBUT - Garry Moore Show; from WCBS-TV to E&MW Nets; comedy-musical show with Denise Lor, Ken Carson, Durward Kirby, Lizzie Tish, Kirkwood & Goodman, Jimmy Komack & Marty Burns alternating every third program; Producer - Herbert Sanford CBS; Director - Clarence Schimmel; Scripts - Bill Demling & Moore; Music Dir - Howard Smith.

2:30-3pm Mon-Fri; DEBUT - Robert Q's Matinee; from WCBS-TV to E&MW Nets; guests, comedy & music with Lewis, Rosemary Clooney, Tony Craig; Producer - Lester Gottlieb CBS; Director - Jerry Schnur CBS; Scripts - Ray Allen, Bob Cone, George Foster & Mort Green; Music Director - Bernie Leighton.

NBC(Ch 4) 3:30-4pm Mon-Fri; DEBUT - The Ransom Sherman Show; from WNBQ Chicago to E&MW Nets; with Nancy Wright, Bob Graham, Art Van Damme Quintet, The Visionairs & The McCormick Vocal Group; Producer - Jules Herbeveaux; Director - Dave Brown; Scripts - Doug Johnson.

WOR(Ch 9) 6-6:30pm Mon-Fri; DEBUT - Photo-Test; on WOR-TV only; MC's Dan McCullough & Bruce Eliot in home audience quiz; Packager - Walter Schwimmer; Director - Nat Eisenberg WOR.

12:30-1pm Mon-Fri; Luncheon at Sardi's; on WOR-TV only; Bill Slater interviewing celebrities; Producer - Marlo Lewis; Director - Gary Stevens.

5:30-6pm Mon-Fri; DEBUT - The Merry Mailman; on WOR-TV only; animated children's show with Ray Heatherton; Director - Mende Brown WOR.

Wed(18) - ABC(Ch 7) 8-9pm; DEBUT - First Nighter; from WENR-TV Chicago to E&MW Nets films; Sponsor - Campana Sales; Agency - H.W. Kastor.

DuM(Ch 5) 7:30-7:45 Wed & Fri; DEBUT - The Most Important People; from WABD to E&MW Nets; chit-chat & guests with Jimmy & Rita Carroll; Sponsor - Gerber Products; Agency - Federal; Producers - Frank Barton, Federal, & Carroll Bagley MCA; Writer-Director - Robert P. Smith.

CBS(Ch 2) 9-9:30pm; DEBUT - Teller of Tales; from WCBS-TV to E&MW Nets; dramatic series based on works of W. Somerset Maugham with Maugham as host; Sponsor - Bymart for Tintair; Agency - Cecil & Presbrey; Packager - John Gibbs; Prod-Dir - Martin Ritt CBS; Assoc Producer - Daniel Mann.

DEBUTS, HIGHLIGHTS, CHANGES (Continued)

Thu(19) - DuM(Ch 5) 9-9:30pm; DEBUT - Adventures of Ellery Queen; from WABD to E&MW Nets; mystery adventure with Richard Hart in the Title Role; Sponsor - Kaiser-Frazer Dealers; Agency - William H. Weintraub; Supervisor - William Weintraub, Jr; Producers - Norman & Irving Pincus; Director - Don Richardson; Script Ed - Ethel Frank.

Sat(21) - ABC(Ch 7) 7:30-8pm; DEBUT - Life With The Erwins; from WJZ-TV to E&MW Nets; kine at KECA Los Angeles; family comedy withStu Erwin & his wife, June Collyer; Sponsor - General Mills for Gold Medal Flour & Wheaties; Agency - Dancer-Fitzgerald-Sample; Filmed by Roland Reed Productions; Producer - Hal Roach, Jr.

LAST WEEK'S ARRIVALS

DuM -- Jimmy Dudley's Sports Page; 11-11:15pm Tuesdays; college football films; Sponsor - Jackson Motors & Nat Paterson Motors; Agency - Moss Associates; Packager - Telescreen Productions.

NBC -- TV Matinee; 9:30-10:30 Saturdays; on WNBT only; children's films with Ray Forrest as host; Participations.

Rootie-Tootie Club; 11:30-12noon Saturdays; on WNBT only; puppet show with Tod Russell; Sponsor - Bruno, NY for RCA Victor; Agency - Arnold Cohan; Writer-Producer - Steve Carlin, Cohan; Director - Alfred M. Scott NBC.

Party Time At Club Roma; 11-11:30 pm Saturdavs (except WNBT - 11:15-11:45pm) filmed audience participation show; filmed at KNBH, San Francisco; from WNBT to E&MW Nets; Sponsor - Roma Wines; Agency - Foote, Cone & Belding; Producer - Ben Alexander, Foote, Cone & Belding.

FUTURES

Oct 22 Our Secret Weapon debuts from WABD to E&MW Nets; panel show with Leo Cherne, & Ralph de Toledano and guest panelists; Produced in cooperation with Freedom House. 6:30-6:45pm Sundays.

Oct 24 Meet Your Cover Girl debuts from WCBS-TV to E&MW Nets; Tuesdays & Thursdays 3:30-4pm.

Oct 28 The Jack Benny Show debuts from WCBS-TV to E&MW Nets; 8-8:45pm every 8th Saturday; Sponsor - American Tobacco Co; Agency - BBD&O.

Dec 4 The First Hundred Years debuts from WCBS-TV to E&MW Nets; 2:30-2:45 Monday-Friday; TV soap-opera; Sponsor - Procter & Gamble for Tide; Agency - Benton & Bowles; Scripts - Jean Holloway.

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PROGRAM	NET	TIME	GUESTS
		SATURDAY OCTOBER 14	
Jack Carter	NBC	8-9pm	Vincent Price; Connie Haines
Ken Murray	CBS	8-9pm	Mel Torme; Van Heflin
Show Of Shows	NBC	9-10:30pm	Jose Ferrer, guest MC
Frank Sinatra Show	CBS	9:30-10pm	David Niven; Harrison & Kay, dancers
		SUNDAY OCTOBER 15	
Celebrity Time	CBS	10-10:30pm	Anita Loos; Guy Lombardo
Colgate Comedy Time	NBC	8-9pm	Kitty Kallen; Lois DeFee, showgirl; The Skylarks, vocal group
Leave It To The Girls	NBC	7-7:30pm	Jack Carter; Ilka Chase
Arthur Murray Show	DuM	9-10pm	Bert Lahr; Burl Ives; Paul & Grace Hartman; Nancy Donovan, singer
Philco Playhouse	NBC	9-10pm	A Husband For Mama by Louis Paul; adapted by David Shaw; with Muriel Kirkland, Betty Caulfield, Vinton Hayworth, Conrad Janis, Laura Weber, Biff McGuire, Billy Green, Thomas Reynolds, Perry Bruskin
Say It With Acting	NBC	6:30-7pm	Happy Time vs. Arthur Murray Dancers
Showtime, USA	ABC	7:30-8pm	Faye Emerson; Henry Fonda; Ken Murray; Margaret Phelan, singer
This Is Show Business	CBS	7:30-8pm	Dick Haymes; Glenda Farrell; Artie Dann, comedian; Estelle Sloan, dancer
Toast Of The Town	CBS	8-9pm	Lauritz Melchior; Sarah Churchill; Myron Cohen; Reginald Gardiner; Carol Bruce; Trenier Bros, song & dance; Herbert & Saxon, comedians
Paul Whiteman	ABC	7-7:30pm	Betty Ann Grove, singer
		MONDAY OCTOBER 16	
Hollywood Screen Test	ABC	7:30-8pm	Tom Drake, lead; Frances Helm & Margaret Garland, tests
Lights Out	NBC	9-9:30pm	The Thing Upstairs orig by James Lee & Thomas Phipps; with Freddy Bartholomew, Florence Reed, Peggy Nelson, Dayton Loomis, Robert Ober
Lux Video Theater	CBS	8-8:30pm	Shadow On The Heart by William Brooks; adap Robert Cenedella; with Veronica Lake, Bob Lyons, Robert Allen, Roy Fant, Bill Kemp

Section	Min. Age	Course
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[illegible]	50 [illegible]	Pendant Stitch: Double Round
[illegible]	24 8-9yrs	50 Types of Knots
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[illegible]	35 [illegible]	Jule's Jewel: Our Bedroom
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[illegible]	[illegible]	Deer [illegible]: Bowl Trivia. Tool & Shoes (Wolves) [illegible] Dominos, [illegible]
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[illegible]	[illegible]	Dogs Crew [illegible] Animal Shelter
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[illegible]	400 [illegible]	[illegible] Trivia, Club [illegible] Overall Lake
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[illegible]	[illegible]	[illegible] The Llama by [illegible] Trivia; [illegible] [illegible]: [illegible] Vermont Lake, [illegible] [illegible], [illegible] Allen, Log Lion, Bird Tree

PROGRAM	NET	TIME	GUESTS
Mohawk Showroom	NBC	7:30-7:45pm	Jan August, pianist
Musical Comedy Time	NBC	9:30-10:30	Whoopee adapted by Sid Zelinka & Howard Harris; with John Morgan, Nancy Walker, Beverly Tyler, David Atkinson, Truman Gaige, Jason Johnson, Peter Tergeon
Studio One	CBS	10-11pm	Good For Thirty Days by Richard Stern; adap Charles O'Neill; with Stanley Rodgers, Sally Chamberlain, Helen Fortescue, Ethel Everett, Martin Newman, Mercer Mcleod, Lloyd Bochner, Peggey Sanford, Percy Verwayne, Ted Hecht, Frank deKova, John Marley, Sammy Schwartz, Howard Caine
Kate Smith	NBC	4-5	Dick Haymes; Sarah Churchill
Voice Of Firestone	NBC	8:30-9pm	Mimi Benzell
		TUESDAY OCTOBER 17	
Armstrong Circle Theater	NBC	9:30-10pm	The Penalty orig by William Welch; with Donald Woods, John Conway, Reginald Mason, Russ Brown
Billy Rose Show	ABC	9-9:30pm	George the Third Drooled In His Plate; adap Edward Chodorov; with Burgess Meredith, Faye Emerson, Ludwig Donath, Leonard Elliott, Charlotte Knight, Harold Grau
Danger	CBS	10-10:30pm	The Green And Gold String by Philip MacDonald; adapted by Peter Lyon; with Carmel Myers, Lee Tracy, Billy Sands, Mary Loane, John Stephan
Eloise Salutes	DuM	7:30-7:45	Susan Reed, folk singer
Cavalcade of Bands	DuM	9-10pm	Guy Lombardo; Billy Vine, comedian
Star Time	DuM	10-11pm	Sam Levenson
Sure As Fate	CBS	8-9pm	The Vanishing Lady by Alexander Woollcott; adapted by Edward Eliscu & William Robson; with Kim Stanley, Jeff Morrow, Gaven Gordon, Eva Leonard-Boyle, Joan Grey, Sam Bonnell, Helen Coule, Gunter David, Olga Fabian
Suspense	CBS	8-9pm	The Man Who Would Be King by Rudyard Kipling; adapted by Mary Orr & Reginald Denham; with Francis L. Sullivan, Bertram Tanswell, Alan Stevenson, Pat O'Malley, Harry Sothern
Texaco Star Theater	NBC	8-9pm	Martha Raye; Dane Clark; Amandis Dancers

Program	Net Time	Cast
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PROGRAM	NET	TIME	GUESTS
		WEDNESDAY OCTOBER 18	
Dinner At Sardi's	WOR	7:30-8pm	Ilona Massey; Peggy Ann Garner; Rex Williams, actor; John Ericson, actor; Igor Gorin, singer
Kraft Theater	NBC	9-10pm	Old Lady Robbins orig by Albert Miller; with Enid Markey, Augusta Dabney, Herbert Nelson
Four Star Revue	NBC	8-9pm	Ed Wynn, MC; Beatice Lillie; Ben Wrigley; Aline Odaire, dancer; Muriel Abbott Dancers
Teller Of Tales	CBS	9-9:30pm	Creative Impulse by Somerset Maugham; adap Felix Jackson; with Mildred Natwick, Chester Stratton, Ben Malek, Sylvia Field, Carmen Mathews
The Web	CBS	9:30-10:30	Never Say Die adapted by Stephen deBaun from the story "Slay Upon Delivery" by Frank Kane; with Richard Carlyle, Kevin Morrison, Jack Warden, Lester Lonergan
		THURSDAY OCTOBER 19	
Holiday Hotel	ABC	9-9:30pm	Bob Fosse & Mary Ann Niles, dancers
Nash Airflyte	CBS	10:30-11pm	The Box Supper orig by Edward Mabley & Otis Clements; with Marguerite Piazza, Dorothy Peterson, Ellen Martin, David Brooks, Wallace House, Dortha Duckworth, William Brower, Joe Foleph
Kate Smith	NBC	4-5pm	Mary Boland
Kay Kyser	NBC	9-10pm	Gord Jenkins; Cass County Boys, singers Marvelos, musical magic act
		FRIDAY OCTOBER 20	
The Clock	NBC	9:30-10pm	Vengeance adapted by Milton Subotsky & Phyllis Coe from the story "La Grand Breteche" by Honore de Balzac; with Toren Thatcher, Lotte Stavisky, Richard Dana
Ford Theater	CBS	9-10pm	What Maisie Knew by Henry James; adapted by David Davidson; with Iris Mann, John Howard, John Craven, Cloris Leachman, Margaret Hayes, Kathleen Comagys
Kate Smith	NBC	4-5pm	Alice Pearce, singer
Pulitzer Playhouse	ABC	9-10pm	Abe Lincoln In Illinois by Robert Sherwood; adapted by Joseph Schrank; with Raymond Massey, Betty Field, Joseph Warren, Richard Bishop, Florida Freibus, Robert Carroll

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Ross Reports

ON TELEVISION PROGRAMMING

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SUPPLEMENT C

OCTOBER 22-28, 1950

THEATER TV WITHOUT THE LARGE SCREEN!

NETWORKS NOW ORIGINATE 49 SHOWS WEEKLY - FROM 13 FORMER THEATERS & MOVIE HOUSES

SPACE SHORTAGE CALLS FOR PRODUCTION INGENUITY

POINTS UP NEED FOR TV CENTERS

Theater Television is today an actuality -- but it's on the originating rather than the receiving end of the telecast! Only settlement of the color and "freeze" questions can rightly take precedence over the dire need for a solution to the studio space shortage in New York City. And if New York is to maintain its grip on TV programming, it had better construct one or more TV Centers that can handle the tremendous traffic jam over rehearsal, storage and studio space. Hollywood's vast studio facilities are looming more and more attractively as the need grows.

At best, the 13 former legitimate theaters and movie houses now being used by the networks can be regarded as stop-gap expedients. The proscenium arch is a limitation upon television's intimacy with the performance. Numerous other limitations are obvious -- scattered as they are all over the city, the theaters complicate scenery and property distribution....many have criticized the presence of a studio audience as a distraction from the performer's contact with his viewers....theatrical lighting is inadequate....complete camera freedom is not afforded.

Be that as it may, some 49 network shows originate from theaters each week, and an examination of the intricacies of their handling is in order..... Initially, of course, the buying up of theaters was cued by the need for space and by the demands of variety performers for a studio audience. In many cases, the understandable mistake was made of merely putting three cameras on the stage, adding stronger lights and calling the result a television show. Such early mishaps were best typified by Esso's "Tonight on Broadway" which took its cameras into the theater where the legitimate plays were being performed. It was a grand idea, calculated to mutually benefit both Theater & TV - but from the viewer's standpoint, the result was flat and almost invisible.

Todays producers have just about succeeded in reshaping the theatrical stage to their needs. The majority of programs originating from legit houses are still mainly of the variety or radio panel formats, but DuMont, for one, has been capitalizing on its theaters for such dramatic programs as "Hands Of Mystery" and "Famous Jury Trials".

On Page 6, we have enumerated the theaters now dedicated to TV, and we go further into examples of theater use and possible solutions to the problem.

THIS WEEK -- DEBUTS, HIGHLIGHTS, CHANGES

Sun(22) - CBS(Ch 2) 4-4:30pm; DEBUT - Buffalo Billy Show; on WCBS-TV only; puppet show; Sponsor - Fanny Farmer Candy Shops; Agency - J. Walter Thompson; Packager - Bob Clampett; Producer - Eric Jansen; Director - Richard Goode; Scripts - Bob Clampett, Chris Allen, & Joan Gardner.

Tue(24) - All Nets 11:15-12noon; HIGHLIGHT - Pres. Truman's Address; carries by all nets and local stations; from U.N. at Lake Success.

WOR(Ch 9) 8-8:30pm; CHANGE - Jury of Three; on WOR-TV only; formerly titled "Let's Arbitrate".

Wed(25) - NBC(Ch 4) 8-9pm; DEBUT - Jack Carson Show; from WNBT to E&MW Nets; third rotating comedian on the Four Star Revue; Prod'n Supervisor - Pete Barnum NBC; Producer - Norman Zeno; Director - Coby Ruskin, MCA; Assoc Prod - Hal Raywin NBC; TV Director - Garry Simpson NBC; Scripts - Nat Hiken; Choreog - Anna Sokolow; Costumes - Sal Cocuzza NBC; Sets - David Ffolkes.

Sat(28) - CBS(Ch 2) 8-8:45pm; DEBUT - Jack Benny Show; from WCBS-TV to E&MW Nets; comedy revue with Rochester, Don Wilson, Artie Auerbach, Mel Blanc & Sportsmen Quartet; guests on opener - Dinah Shore & Ken Murray; Sponsor - American Tobacco; Agency - BBD&O; Prod - Hilliard Marks; Director - Dick Linkroum CBS; Music Dir - Mahlon Merrick; Scripts - Sam Perrin, Milt Josefsberg, George Balzer & John Tackaberry. (once every eight weeks)

8:45-9pm; DEBUT - Sam Levenson Show; from WCBS-TV to E&MW Nets; comedy show; Sponsor (for opener) - Wildroot; Agency - BBD&O; Producer - Irving Mansfield CBS; Director - Byron Paul CBS.

LAST WEEK'S ARRIVALS

WOR -- Tiny Fairbanks At Home; 12:15-12:30 Monday-Friday; debuted Oct 17 on WOR-TV only; songs, chatter & guests; Prod - Dir - Roger Bower WOR.

FUTURES

Nov 6 Metropolitan Opera Opening over ABC-TV; Sponsor - The Texas Company.

Nov 23 Edgar Bergen-Charlie McCarthy Show debuts on WCBS-TV to E&MW Nets; with AM cast; Sponsor - Coca-Cola. (hours not yet announced) Thanksgiving Show.

Peter Lind Hayes-Mary Healy Show debuts from WNBT to E&MW Nets; 8:30-9pm Thursdays; Sponsor - Bordon Co; Agency - Kenyon & Eckhardt.

** Additional copies of our DIRECTORY ISSUE

are available to subscribers at $3 each.

PROGRAM	NET	TIME	GUESTS
			SATURDAY OCTOBER 21
Jack Carter	NBC	8-9pm	Tony & Sally DeMarco
Ken Murray	CBS	8-9pm	Bob Burns; Veronica Lake; Tito Guizar
Show Of Shows	NBC	9-10:30pm	Madeleine Carroll, guest MC
Frank Sinatra	CBS	9-10pm	Mary McCarty; Lou Wills, Jr, dancer
			SUNDAY OCTOBER 22
Celebrity Time	CBS	10-10:30pm	Raymond Massey; Judith Evelyn
Colgate Comedy Time	NBC	8-9pm	Fred Allen, MC; Portland Hoffa; Ella Logan
Leave It To The Girls	NBC	7-7:30pm	Art Ford; Eleanor Harris, writer
Arthur Murray	DuM	9-10pm	Beatrice Lillie; Reginald Gardiner; Jackie Miles
Philco Playhouse	NBC	9-10pm	Portrait In Smoke - by William Ballinger; adapted by Reginald Denham & Mary Orr; with Shepperd Strudwick, Olive Deering, James Daly, Lawrence Fletcher, Oliver Thorndike, Herbert Rudley, Jane Strudwick, Virginia Smith, Douglas Rutherford, Dan Reed
Say It With Acting	NBC	1-1:30pm	Pardon Our French vs. Arthur Murray Dancers
Showtime, USA	ABC	7:30-8pm	Gertrude Lawrence; Edith Piaf; Henry Morgan; Basil Rathbone
This Is Show Business	CBS	7:30-8pm	Veronica Lake; Robert Merrill; Dave Barry, comedian
Toast Of The Town	CBS	8-9pm	Flora Robson & cast of "Black Chiffon"; Peggy Lee; Dave Barbour; Jerome Hines, opera star; Mazzone-Abbot Dancers; Johnny Lander, dancer; Eddie Mayhoff, comedian
Paul Whitman	ABC	7-7:30pm	Mel Torme; Maureen Cannon, singer
			MONDAY OCTOBER 23
Hollywood Screen Test	ABC	7:30-8pm	Martha Scott, lead; Mary Jackson & Lawrence Hugo, tests
Lights Out	NBC	9-9:30pm	The Skeptics - orig by Elizabeth Evans & Paul Ellwood; with Leo G. Carroll, Frank Daly, Faith Brooks, Richard Frazer, Bruno Wyck, Bartell Doyle, Eunice Anderson, Isabella Hoops

Program	Ch.	Time	Subject
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PROGRAM	NET	TIME	GUESTS
MONDAY OCTOBER 23 (Continued)			
Lucky Strike Theater	NBC	9:30-10:30	The Petrified Forest - by Robert Sherwood; adapted by Adrian Spies; with Robert Montgomery, John McQuade, Glenn Denning, Ralph Riggs, Morton Stevens, Slim Thompson, Kitty Kelly, Jack Bittner, Charles Carroll, Edwin Cooper, Jack Vaughan, Jason Johnson
Lux Video Theater	CBS	8-8:30pm	The Valiant - by Robert Middlemass & Holworthy Hall; with Zachary Scott, Harold Vermilyer, Wendy Drew, Graham Velsey, Hy Enzell
Studio One	CBS	10-11pm	The Road To Jericho - by Elmer Davis; adap Loren Disney & Worthington Miner; with Richard Carlson, Lydia Clarke, Sara Anderson, Ann Shoemaker, John Newland, Joan Wetmore, Lee Papell, Raoul De Leon, Robert McQueeney, Tom Avera, Leslie Barrett, Harold McGee, Tyler Carpenter, Jack Horn, Jack Thompson, Gordon Clarke
Kate Smith	NBC	4-5pm	Vinnie De Campo, singer; Billy Graves & Sons, song & dance trio
Talent Scouts	CBS	8:30-9pm	Dorothy Odle, singer; Gerson Yessin, pian; Master Keys, vocal quartet; Carol Sutton, singer
Voice Of Firestone	NBC	8:30-9pm	Christopher Lynch
TUESDAY OCTOBER 24			
Armstrong Circle Theater	NBC	9:30-10pm	Time Of Their Lives - orig by Ruth Woodman; with Frank Thomas, Marian Randolph, Joyce Van Patten, Tom King, Mary Finney, Christopher Gaye
Billy Rose Show	ABC	9-9:30pm	Tattle Tale Red - with Frank Albertson, Linda Watkins
Danger	CBS	10-10:30pm	See No Evil - orig by Max Wilk & Ted Murkland; with Leo Penn, Nancy Franklin, Howard Wierum, Sara Floyd, John Marley, Ann Hegira
Cavalcade Of Bands	DuM	9-10pm	Lawrence Welk
Eloise Salutes	DuM	7:30-7:45	Felix Knight; Fred Ahlert, songwriter
Little Show	NBC	7:30-7:45	Betty Brewer, singer
Prudential Playhouse	CBS	8-9pm	Dodsworth - by Sinclair Lewis; adapted by David Shaw from Sidney Howard's drama with Ruth Chatterton, Walter Abel, John Baragrey, Barbara Robbins, Cliff Hall

PROGRAM	DAY TIME	CONTENT
MORNING CONCERTS IN [illegible]		
[illegible] Stride Theatre	[illegible] 9:30-10:30	The Twi-Light Revue - by Robert Emmerich; [illegible] by Jerome Dubes; with Robert Wolfenstein, Jack Kennedy, Glenn Harding, Philip Ellis, Martin Reaves, Dale Thompson, Harry Kelly, Jack Sitzer, Charles Jewell, David Cooper, Jack Taylor, Frank Adams
[illegible] Theatre	[illegible] 2-2:30pm	The Valiant - by Robert Middleton & Christopher Hull; with Zachary Scott, Marcia Hunt, Jerry Gray, Orlando Velez, [illegible] Powell
Radio One	[illegible] 10-11pm	The Road to Lucifer - or Lower Depth; why Lucifer Falls; a Dostoyevsky story with Steven Hudson, Lydia Davis, Jere Burden, Joe Gerardi, Joan Daveport, Joan Lovland, Jan Morrow, Leo Gerald, Henry de Lacy, Robert Hutchins, Joe Myers, Sandra Dorrell, Harry Kelly, Peter Gunsmiley, Jack Sorr, Jack Shannon, Walter Clarke
Cafe Salon	[illegible] 4-7pm	Music in Dance, elegant; Milly Graves & Harry Jones & Latin Echo
Jazz Jamboree	[illegible] 5:30-6pm	Dorothy Olin, elegant; Johnny Martin, piano; Herman Lara, vocal quartet; Carol Barlow, singer
Voice of Prophecy	[illegible] 6:30-6pm	Christopher Lynn
EVENING CONCERTS IN		
Anything Goes Theatre	[illegible] 7:30-10pm	Just Ourselves - [illegible] by Ruth Goodman; with Jane Hammer, Harold Bernstein, Joyce Ja Dalton, Jim Allen, Mary Jackson, Christopher Lage
Milly Jane Show	[illegible] 4-4:30pm	Lucia Pain Hall - with Frank Alderson, Jamie Valdez
Tempo	[illegible] 10-11:30pm	Jam in Grid - [illegible] by Jim Vile & Ted Gunsland; with Leo Hunt, Tommy Stoneliff, Harvey Wilson, Mark Floyd, Jim Bailey, Ann Lightfoot
Concerts of Music	[illegible] 7-8pm	Lawrence Hall
Piano Melody	[illegible] 1:30-2:45	Philip Ellis; Fred Gibson, accompanist
Little Show	[illegible] 1:30-2:45	Harry Jones, pianist
Presents at Theatre	[illegible] 8-9pm	Pandora - by Christian Jordal; staged by Lewis Jane from Conner School's drama with Lois Charterhouse, Walter Abel, Jane Dempsey, Barbara Robbins, Cliff Hall

PROGRAM	NET	TIME	GUESTS
Suspense	CBS	9:30-10pm	Breakdown - orig by Ellen Violett; with Don Briggs, John McGovern, Jacqueline DeWitt, Gene Lyons
Texaco Star Theater	NBC	8-9pm	Martha Raye; Robert Maxwell, harpist; Teddy & Phyllis Rodriguez, dancer
		WEDNESDAY OCTOBER 25	
Godfrey & Friends	CBS	8-9pm	Harold Russell
Four Star Revue	NBC	8-9pm	Jack Carson, MC; Evelyn Keyes; Mary McCarty; Honey Bros, dancers
Kraft Theater	NBC	9-10pm	Truant In Park Lane - by James Parish; adap Howard Lindsay; with Blanche Yurka, Dan Morgan, Hugh Green, Byron Russell, June Dayton, Cherry Hardy
Teller Of Tales	CBS	9-9:30pm	Mackintosh - adapted by Felix Jackson; with Toren Thatcher, Francis Sullivan, Richard Malek, Frank Silvera, Irving Winter
The Web	CBS	9:30-10pm	Journey By Night - by Thomas Walsh; adapted by Alvin Sapinsley; with Richard Kiley, Richard Webb, Marilyn Monk
		THURSDAY OCTOBER 26	
Little Show	NBC	7:30-7:45	Gloria Ellwood, singer
Nash Airflyte	CBS	10:30-11pm	A Municipal Report - by O. Henry; adapted by Norman Lessing; with Herbert Marshall; Frederick O'Neal, Dortha Duckworth, Joe Silver, Frank Sutton, Joe Foley
Kay Kyser	NBC	9-10pm	Golden Gate Quartet; Piero Bros, jugglers; Ting & Tong, comedians
		FRIDAY OCTOBER 27	
Big Story	NBC	9:30-10pm	Jack Lemmon, Bobby Nick, Peggy Wagner, Eva Condon Joseph Helgeson, Frank McNellis, Richard Abbott, Ethel Everett, Nellie Birch
Magnavox Theater	CBS	9-10pm	Lightnin' - by Winchell Smith & Frank Bacon; adapted by Vincent McConnor; with Victor Moore, Leslie Nielsen, Jean Gillespie, Leona Powers, William Beach, John Craven, Albert Patterson, Liam Dunn, Louise Larabee
Pulitzer Playhouse	ABC	9-10pm	The Late Christopher Bean - by Sidney Howard; adapted by Edward Eliscu; with Helen Hayes, Elizabeth Patterson, Mikhail Rasumny, Charles Dingle, Bethel Leslie, Hiram Sherman, Ralph Bell

TV STUDIOS & THEATERS

ABC	TV Center	7 W 66 St
	Ritz Theater	219 W 48 St
	Vanderbilt "	148 W 48 St
	Elysee "	202 W 58 St
CBS	#41,#42,#43	15 Vanderbilt
	#53,#54,#55	111 E 58(Liederkrantz)
	Playhouse#3	1697 Broadway
	Playhouse#51	109 W 39 St
	Playhouse#52	254 W 54 St
	Peace Hall#57	109 St & Fifth
	Town Thtr#58	841 Ninth Ave
	Mansfield#59	256 W 47 St
	Lincoln Sq#60	1947 Broadway
	Stork Club	3 E 53 St
NBC	Studios	30 Rock Plaza
	Studios	105-55 E 106 St
	Center Thtr	1260 Sixth Ave
	International	5 Columbus Cir
	Hudson Thtr	141 W 44 St
PIX	Studios	220 E 42 St
DuM	Studios	515 Madison Ave
	Wanamaker's	Astor Place
	Adelphi Thtr	150 W 54 St
	Ambassador	215 W 49 St
WOR	TV Center	20 W 67 St
	New Amsterdam	214 W 42 St

THEATER ORIGINATIONS

	ABC-TV	CBS-TV	DuMONT	NBC-TV	TOTAL
SUN	Showtime USA Bee Kalmus	What's My Line Toast of Town ..Show Business Fred Waring	Starlit Time Arthur Murray	Leave It..Girls Comedy Hour Take A Chance	11
MON	College Bowl On Trial	Perry Como Talent Scouts The Goldbergs		Firestone Paul Winchell	7
TUE	Life Begins..80 Can...Top This	Vaughn Monroe ..Take Your Word	Cav of Bands Star Time	Amateur Hour	7
WED	Chance..Lifetime	Perry Como Godfrey Friends Teller of Tales	Famous Jury Tr Headline Clues	Break..Bank 4 Star Comedy	8
THU	Blind Date Stop The Music	Show Goes On/or Burns & Allen		Kay Kyser	5
FRI	Robbins' Nest	Perry Como Beat The Clock Morton Downey	Cav of Stars Hold...Camera	We The People	7
SAT		Ken Murray Frank Sinatra Sing It Again		Jack Carter Show Of Shows Hit Parade	6
DAILY		Robert Q Lewis Garry Moore		Kate Smith	
	10	20 *	8	14	52**

* Perry Como counted only once ** 1st page total of 49 did not include daily

Each network has shown evidences of being alive to the deficiencies of operating from the theaters & each has taken some constructive steps toward the remedy. ABC-TV has invested heavily in New York & Hollywood plants, which, unfortunately, seem to be inadequate already - not so far as equipment, but as to number of studios....NBC is renovating the huge Center Theater - already in use...DuMont is actively looking for a TV Center...& CBS-TV has been buying up West Coast movie studios, keying a possible future move.

WHAT THE NETWORKS HAVE DONE

ABC - Even with its fine, silent, massive Studio A at 7 West 66 St, ABC has been forced, more and more, to depend upon its Ritz & Elysee Theaters, keeping the Vanderbilt reserved for radio. Minimum conversion for TV leaves much to be desired should the network hope to do more than mild variety shows or panels. The apron in each theater has been extended into the orchestra, thereby restricting audiences to the balcony. The Elysee has one long camera ramp..can accomodate 5 cameras on a show...control room is at the rear of the orchestra. The Ritz has twin booths, one at either side of the stage...orchestras work in the pit.

DuM - The early hopes for DuMont's large Wanamaker studio have been dimmed, either because of the out-of-the-way location, or some other reason. Most of the heavy crop of daytime programming is centered in the small 515 Madison Ave. studio, while the big Cavalcade and other variety shows originate in either the Ambassador or Adelphi theaters. Ingenuity has enabled producers to overcome whatever limitations existed for doing dramatic shows - and effective use of neighboring alleys & the sidewalk have facilitated outdoor shots without the use of film. DuMont makes a definite pitch for audiences for its variety programs.

CBS - As the most prolific user of radio playhouses,CBS not only has picked up more former legit houses for TV but has converted its radio theaters as well. Of course its two main studios are the #41 & #42 areas at 15 Vanderbilt, but the network has done an extensive conversion job on the former Town Theater on 9th Avenue & the Peace Hall at 109th St & Fifth Ave. The former, which houses the Waring Show, The Goldbergs, The Morton Downey Show & The Vaughn Monroe Show, has perhaps the most intricate set designed for television, featuring whole sections of the atge that can be turntabled, rotated or propelled into camera range, as well as a comprehensive lighting setup that assures front, back, side and overhead lighting totaling more than 100,000 watts spread over the 40x56 ft stage area. All seats have been taken out of the orchestra of this theater.... Peace Hall - now Studio #57 - is so new that its construction work is not yet completed. But it already houses such massive productions as Ford Theater, Magnavox Theater, Mr. I.Magination, Prudential Playhouse & Sure As Fate...The entire ground floor of the building has been cleared for studio usage, equipped with GE fixtures, fluorescent lights and soundproofing. Best feature of the place is that the huge stage doors open right on the street, enabling scenery to be moved right off the truck into the staging area.....note - CBS recently spent a sizeable sum to renovate one floor of the Stork Club building into a studio, still tenanted by a sustaining show, but presumably available for other use also. Leiderkrantz Hall houses most of the smaller CBS programs.

NBC - Biggest news from the occupant of 30 Rockefeller Plaza is the continuing conversion of the huge Center Theater for TV...as well as 8H, Toscannini's pride. The network has been using the International Theater for two years now, and only recently has been slotting a number of shows into the Hudson Theater, as the overcrowding exceeded even the facilities of its third floor studios, its 106th Street studios and the International. The current attempt to use the Center Theater is attracting most attention, with its vastness proving a definite limitation on the variety programs done from there to date. Principal criticism has had it that the programs were played entirely too much to the studio audience, and while it is a large audience, indeed, it is insignificant by comparison to the home viewers. And yet the facilities are so uniquely wonderful that NBC producers are expected to solve that need for intimacy just as soon as they forget about the studio viewers and capitalize on special intimate effects.

REHEARSAL FACILITIES -- About a year ago, NBC actually sent some of its shows down to Philadelphia to rehearse. Now all the networks are using whatever hotel ballrooms, fraternal clubhouses, and dancehalls they can get their hands on.

WHAT A TV CENTER SHOULD BE

Many and varied have been the reactions of producers and art directors questioned about the effectiveness and the limitations of working in the theaters. The consensus is that they are a definite asset to variety shows that get a lift from the presence of an audience. And yet, all questioned were extremely wary of playing too much to that studio audience or of designing the sets for a studio audience. The answer seems to be that the audience be restricted to the balcony of the theater (& as Jack Gould of the NY Times would have it - with their backs turned to the stage while they watch an enlarged TV screen at the rear of the theater).

Perhaps the best suggestions for the most efficient and economical design for a potential TV Center appeared in a Televiser Magazine article by NBC-TV's Art Director - Ellwell. Essentially, Ellwell would have storage and carpenter facilities, theaters, small studios, sports facilities (basketball court, swimming pool, etc.) all combined in one building. Important ingerdients include: space large enough to build, erect and paint several sets of scemery at one time.....complete floor freedom for the cameras.....no obstruction for studio viewers who are seated on a different level....musicians on the same level as the staging area, but off to the side and out of the way of camera action.....the first floor should be the height of a truck bed to permit horizontal movement of all visual scenery and effects from shop to studio....rehearsal rooms above and below the main floor studios, which include 2 theaters.....second floor to house the electronic and film and recording equipment....third floor to house restaurant, cafeteria and recreational space.

It is almost certain that the future will have to see TV Centers of this type. For the present, however, producers who have been assigned to shows originating from theaters would be wise to regard their stage as merely a working area.... forget their studio audience....and concentrate on winning the home viewer.

And when any producer grows too frenzied with problems like: where can I find enough room for an effective long shot....how can I get out of one segment into another fast enough....where is that truckload of scenery...and the like...let him heave a deep sigh for his compatriots - that vanishing breed, the radio producer,who - already stripped of his writers, his name stars, his sponsors -has still one worry to plague him: - Where can I get a studio to put my show in?

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Ross Reports

ON TELEVISION PROGRAMMING

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SUPPLEMENTA
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A WEEK OF NO DECISION - BUT MUCH ADO

COLOR CONTROVERSY -- RCA and other competing receiver manufacturers kept the color pot boiling last week, with the former seemingly destined to assume the legal leadership, while backed up by a strong public relations campaign on the part of the Radio & Television Manufacturers Association.....Major move was RCA's filing for a temporary injunction in Chicago to restrain the FCC immediately from enforcing its order for adoption of CBS "incompatible" color television standards, at least until a hearing for permanent injunction has been held.

Several of the smaller receiver manufacturers have indicated support for CBS by announcing the manufacture of converters, double bracket tuning, etc. -- including Commander, Tele-Tone, Raytheon, Muntz, Webster-Chicago, & Celo-Mat --but only Westinghouse among the majors has announced an adaptor-converter for its sets. .....much furor has been occasioned by attention being drawn to the thought that CBS is liable to lose much of its own black & white audience & advertisers during and adjacent to periods of color transmission.

CABLE ALLOCATIONS & UHF -- The FCC has moved on to consideration of allocation of UHF channels & is considering a DuMont plan to assign either UHF or VHF to all stations in one city, rather than dividing the wavebands among the stations. It is claimed by DuMont that smaller metropolitan areas can be served completely by UHF.....the FCC is also confronted with the petitions of ABC & DuMont that the recent cable allocations by AT&T are unjust, as evidenced by assignations during the last quarter of 1950 as follows: NBC-TV-160 hours; CBS-TV 114-hours; ABC-TV-49hrs; and DuMont-36 hours.

CUBA GETS TV -- Havana's first television station debuted last week with several US sponsors -- Ford, RCA, Dodge, P&G, B.F. Goodrich, Sterling Drug, and Crosley -- all spot advertisers. The station will program a lot of sports and film, including US newsreels and features. Reports that the station is supplying local advertisers with film commercials has cued the attention of US commercials makers.

FREE TV BENEFITS FORBIDDEN -- The TvA, representing the five Eastern talent unions, has notified all networks, stations and artists' representatives that it has forbidden all future free benefit performances on television, as of November 20th.....restriction is a blanket one, applying to any & every type.

DON LEE INTERESTS SOLD - CBS GETS KTSL -- General Tire & Rubber Company acquired the Don Lee interests last week, thereby adding its radio stations to the Yankee Network, while CBS, by arrangement, receives the L.A. television station, KTSL. The network will surrender its 49% interest in KTTV.

A new Ross Reports Program Cost Survey is in preparation. It will be issued in two weeks. Look for it! And please cooperate as much as possible with our interviewers.

THIS WEEK -- DEBUTS, HIGHLIGHTS, CHANGES

Wed(1) - DuM(Ch 5) 10:30-10:45pm; DEBUT - The Belle Tierney Show; on WABD only; Mrs. Tierney & Danton Walker interviewing guests and chatting; Sponsor - A. Davis & Sons for SeasonMaster Coats; Agency - Lane Advertising; Producer - Bob Loewi & Violla Rubber DuM; Director - Barnaby Smith DuM; guest on opener - Oleg Cassini.

NBC(Ch 4) 3-3:30pm; NEW TIME - Ransom Sherman Show; from WNBQ-TV (Chi) to E&MW Nets; changes time from 3:30-4pm.

3:30-4pm Mon, Wed, Fri; DEBUT - The Bert Parks Show; from WNBT to E&MW Nets; musical variety show with Betty Ann Grove, Harold Lang, Bobby Sherwood, The Heathertones & guests; Sponsor - General Foods; Agency - Young & Rubicam; Supervisor-Lee Strahorn Y&R; Producers - Sherman Marks at Louis Cowan & Mary Harris Y&R; Director - Hal Gerson NBC; Scripts - Paul Harrison & Bernie Gould; guests on opener - Veronica Lake & Basil Rathbone.

3:30-4pm Tue, Thu; sustaining show to be announced.

8-9pm; DEBUT - Jimmy Durante Show; from WNBT to E&MW Nets; fourth of the rotating comedians on the "Four Star Revue"; Prod'n Supervisor - Pete Barnum NBC; Prod-Dir - Joe Santley; Assoc Prods - Phil Cohan & Hal Raywin; Prod Ass't - Bill Harman, Wm Morris; TV Director - Doug Rodgers NBC; Music Dir-Lou Bring; Choreg - George Hale; Scripts - Charles Isaacs, Jack Elinson, Sammy Fain, Jack Barnett; Costumes - John Boxer, NBC; Sets - Ted Cooper NBC.

LAST WEEK'S ARRIVALS, CHANGES

ABC--The Trouble With Father; 7:30-8pm Saturdays; changed title from "Life With The Erwins.

WOR--Prefight Ringside Interviews; 8:30-8:45pm; debuted Oct 21; with Dick Nesbitt interviewing promoters, boxers, etc.

FUTURES

Nov 7 Alan Dale Show changes network, day & time to 10-10:30 Tuesdays on DuM; Sponsor - Winston TV Stores; Agency - Sternfield-Godley; Packager - Albert Black; Director - Frank De Franco.

Nov 26 NBC Operas to the net; hours not yet scheduled; Carmen - with Vera Brynner, David Poleri, Andrew Gainey; Producer - Samuel Chotzinoff NBC; Director - Charles Polacheck NBC; Music & Art Dir - Peter Herman Adler; Sets - George Jenkins NBC.

*** Two imminent surveys by ROSS REPORTS will deal with Film Commercials -- who makes them, for whom, and what type.....also The Daytime Picture, especially on NYC stations & the networks.

PROGRAM	NET	TIME	GUESTS
		SATURDAY OCTOBER 28	
Jack Carter	NBC	8-9pm	Gloria DeHaven; James Dunn
Show of Shows	NBC	9-10:30pm	John Conte, guest MC
Frank Sinatra	CBS	9-10pm	Kay Thompson; Buster Shaver & Olive
Jack Benny	CBS	8-8:45pm	Dinah Shore; Ken Murray
		SUNDAY OCTOBER 29	
Celebrity Time	CBS	10-10:30pm	Veronica Lake; Frank Farrell, columnist
Comedy Hour	NBC	8-9pm	Bobby Clark MC; Gussie Moran; Mel Allen; Frances Langford
Leave It To The Girls	NBC	7-7:30pm	Nick Kenny
Philco Playhouse	NBC	9-10pm	The Gambler - by Fyodor Dostoevsky; adapted by Joseph Liss; with Ethel Griffies, Anne Crawford, Alfred Ryder, Philip Coolidge, Maurice Burke, Muriel Hutchinson
Showtime USA	ABC	7:30-8pm	Judith Anderson; Carol Bruce; Avon Long, Reginald Gardiner
This Is Show Business	CBS	7:30-8pm	Evelyn Knight; Ben Blue; Copsy & Ayers
Toast Of The Town	CBS	8-9pm	Margaret Truman; Cornelia Otis Skinner; Victor Borge; Clark Dennis, singer; Smith & Dale, vaudevillians; Merry Mutes, mimes
Paul Whiteman	ABC	7-7:30pm	Boris Karloff; Jet McDonald, singer
		MONDAY OCTOBER 30	
Hollywood Screen Test	ABC	7:30-8pm	Lee Tracy, lead; Patricia England & Bob Lieb, tests
Lights Out	NBC	9-9:30pm	Martian Eyes - by Henry Kuttner; adapted by George Lefferts; with Burgess Meredith, David Lewis, Gavin Gordon, Pat O'Malley
Lux Video Theater	CBS	8-8:30pm	Mine To Have - adapted by Robert Cenedella from the story "Jail Baby" by Hannah Lees; with Nina Foch, Andrew Duggan, Muriel Landers, Eileen Page, Jim Davidson, Maxine Stuart, Janet Fox, Norma Winters, Roslind Fox
Bee Kalmus	ABC	11-12mid	Carol Channing; Nick Kenny; Zero Mostel; Alan Dale; Georgie Tapps

PROGRAM	NET	TIME	GUESTS
			MONDAY OCTOBER 30 (Continued)
Musical Comedy Time	NBC	9:30-10:30	The Chocolate Soldier - adapted by Lester O'Keefe; with Harold Lang, Wilbur Evans, Mimi Benzell, Billy Gilbert, Muriel O'Malley, Kaye Conner, Donald Clark, George Britton
Studio One	CBS	10-11pm	Wuthering Heights - by Emily Bronte; adapted by Lois Jacoby; with Charlton Heston, Mary Sinclair, Richard Waring, Robert Santon, Laurel Weber, Jackie Dimond, Una O'Connor, Bert Tanswell, Ed Harvey, Rudulph Watson, June Datton, Lloyd Bochner, Edwin Taylor
Talent Scouts	CBS	8:30-9pm	Jackie Van, singer; Sylvia Rosenberg, violinist; Glen Covington, singer; Four Jacks and a Jill, vocal quintet
Voice of Firestone	NBC	8:30-9pm	Martha Lipton, contralto
			TUESDAY OCTOBER 31
Armstrong Circle Theater		9:30-10pm	Man And Wife - orig by Doris Halman; with Paul McGrath, Tonio Selwart, Cara Williams, Augusta Roland, Tony Bickley, Geraldine Dvorak, Jean Cobb, Virginia Smith
Danger	CBS	10-10:30pm	The Liqueur Glass - by Phyllis Bottome; adap Doris Frankel; with Fay Bainter, Morris Carnovsky, Victor Beecraft, Michael Lawson, Joan Copeland, Leo Penn
Eloise Salutes	DuM	7:30-7:45	Jose Ferrer
Kate Smith	NBC	4-5pm	Harold Lang; Sylvia Miles, comedienne
Star Time	DuM	10-11pm	Jack Gilford, comedian; Danny Scholl, singer
Sure As Fate	CBS	8-9pm	Three Blind Mice - by Agatha Christie; adap Mel Goldberg; with Don Hanmer, John McQuade, John Newland, Barbara Baxley, Howard Weirum, Joseph Wiseman, Adelaide Klein
Suspense	CBS	9:30-10pm	Halloween Holdup - orig by Alvin Sapinsley; with Elliott Sullivan, Robert Harris, Frank Campanella, James Winslow, Paul Lipson, Cy Oakland, Edward Binns, Jim Leighton
Texaco Star Theater	NBC	8-9pm	Andy Devine; Robert Alda; Beatrice Kaye

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PROGRAM	NET	TIME	GUESTS
			WEDNESDAY NOVEMBER 1
Dinner at Sardi's	WOR	7:30-8pm	Jose Ferrer; Mindy Carson
Godfrey & Friends	CBS	8-9pm	Jerry Colonna
Kraft Theater	NBC	9-10pm	Dolphin's Reach - by R.H. Benson; adapted by Howard Lindsay; with Mercer McLeod, Stefan Schnabel, Carmen Mathews, Enid Pulver, John Newland, Mary James, James Daly
Four Star Revue	NBC	8-9pm	Jimmy Durante MC; Donald O'Connor
Teller of Tales	CBS	9-9:30pm	Winter Cruise - adapted by Theodore & Mathilde Ferro; with Adrienne Allen; Boris Tumarin, Louis Borell, Michael Strong, Leora Thatcher
The Web	CBS	9:30-10pm	Mirror of Delusion - by Mary Reisner; adap Arthur Heineman; with Anna Lee; Hugh Franklin, Grace Kelly, Richard Fraser, Muriel Landers
			THURSDAY NOVENBER 2
Kay Kyser Show	NBC	9-10pm	De Marco Sisters; Gloria Gilbert, dancer; Son & Sonny, dancers
Nash Airflyte Theater	CBS	10:30-11pm	The Cut-Glass Bowl - by F. Scott Fitzgerald; adapted by Norman Lessing; with Martha Scott, E.G. Marshall, Mark Roberts, Jerry Lock
			FRIDAY NOVEMBER 3
The Clock	NBC	9:30-10pm	Briefcase - orig by H. Philip Minis; with Dennis Harrison, James McMahon, Bruno Wyck, Somer Alberg
Ford Theater	CBS	9-10pm	Heart of Darkness - by Joseph Conrad; adapt by Joseph Liss; with Richard Carlson, Murvyn Vye, Richard Purdy, Faith Brook, Phoebe MacKay, Henry Barnard, Leroi Operti, John Marriott, Jane White, Earl Jones
Pulitzer Prize Playhouse	ABC	9-10pm	The Magnificent Ambersons - by Booth Tarkington; adapted by Joseph Schrank; with Ruth Hussey, Florence Eldridge, Richard Hylton, Donald Wood, Frank Wilson, Joan Chandler, Loring Smith, Ann D'Autremont
Kate Smith	NBC	4-5pm	Arthur Tracy
Star In The Family	CBS	10-10:30pm	Gloria DeHaven; Dean Murphy; Raye & Naldi

Ross Reports

ON TELEVISION PROGRAMMING

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ED & PUB: Wallace A. Ross VOL. 2 NO. 8 NOV 12-NOV 18, 1950

MONTHLY SURVEY FOR OCTOBER

A GREEN LIGHT FOR DAYTIME TELEVISION

Time: 6am -- A sleepy Cincinnati housewife stumbles out of bed and across the room and fumbles with the switch of a 19 inch TV set....then crawls back into bed and pokes her wrestler-weary husband awake. "Look, honey. It's the 'Morning Merry Go Round'

It's true...s'help us! Testing during the week of September 5-11, Videodex reports a peak "sets in use", Monday through Friday, of 12.2% TV homes at 8:30am. Videodex also states that 27.4%of the TV homes in Cincinnati turned their set on at least one time prior to 9am during the five days covered by its reporting period.

Late morning and afternoon programs on television throughout the country can point to success stories in terms of audience delivered that are more understandable, although not quite as amazing.

For Daytime TV is very much an actuality. It's been a sales producer at many local stations for some time. Now the networks - filled to the brim with evening sponsors - are giving their daytime operations the Saturday Night treatment.... moving into radio's last bulwark with a lavish display of personalities and formats designed to build an audience that will command the advertisers' attention.

At the same time, they're remembering that daytime radio was more often than not bought in terms of its power to deliver consumer purchases, rather than on a straight rating formula. And television is proving its superior salesmanship constantly. TV advertisers have found that daytime TV brings in direct sales. And as receiver sales mount and the programming is strengthened, the all-important "cost per viewer" figure goes steadily down. Videodex believes that in cities like Dayton, Columbus, Cleveland, Detroit and Pittsburgh TV in the daytime is about in the same position as nighttime TV was a year ago. Ambitious network moves may bridge the gap in less than a year.

This survey is not dedicated to the cause of Daytime TV. Rather, it is because of Daytime TV.....and it is designed primarily as a round-up of the situation as it exists today. Our information is derived from a study of stations' program schedules, from information furnished by Pulse & Videodex, from an excellent article on the subject in Television Magazine(Sept) & from our own investigations.

Continued Pg 6

THIS ISSUE

THIS WEEK -- DEBUTS, HIGHLIGHTS, CHANGES

Sun(12) - NBC(Ch 4) 10-10:30am; DEBUT - Red Barry; on WNBT only; film series with Larry "Buster" Crabbe; filmed by King Features.

Tue(14) - NBC(Ch 4) 3:30-4pm Tues & Thurs; DEBUT - Remember The Date; from WNBT to E&MW Nets; Bill Stern in an audience participation show; Prod - Hal Fimberg for Cowan; Director - Don Hillman, NBC.

WOR(Ch 9) 8-8:30pm; NEW TIME - Drill Call; on WOR-TV only; training program for naval reservists; changes time from 8:30-9.

Wed(15) - NBC(Ch 4) 8-9pm; CHANGE - Four Star Revue; from WNBT to E&MW Nets; Motorola picks up complete sponsorship for rest of the cycle; Agency - Ruthrauff & Ryan.

Thu(16) - CBS(Ch 2) 8-8:30pm alt Thursdays; DEBUT - Starlight Theater; from WCBS-TV to E&MW Nets; dramatic series with top names, stressing the romantic theme; Sponsor - S.C. Johnson & Son; Agency - Needham, Louis & Brorby; Producer - Martin Ritt CBS; Director - Yul Brynner CBS; Music - Fred Feibel on the organ.

8:30-9pm; NEW TIME - The Show Goes On; becomes a weekly half-hour show.

Sat(18) - ABC(Ch 7) 11:15-11:45pm; DEBUT - Word Of Life Songtime; on WJZ-TV only; Jack Wyrtson & The Word Of Life Male Chorus; Sponsor - Word Of Life Fellowship; Agency - Walter F. Bennett (Phila); Producer - Jack Wyrtson; Director - Dick De Pew ABC.

LAST WEEK'S ARRIVALS, CHANGES

ABC--The Better Home Show; 6:30-7pm Fridays on WJZ-TV only; formerly titled "The American Home Show"; home service show with Norman Brokenshire.

FUTURES

Nov 23 The Rootie-Tootie Thanksgiving Party; 12-3pm On WNBT only; the Rootie-Tootie puppets and guests; Sponsor - RCA-Victor & Bruno; Agency - Arnold Cohan; Producer - Alan Handley NBC; Director - Al Scott NBC; Script - Jeff Selden, Leonard Safir & Steve Carlin.

Edgar Bergen-Charlie McCarthy Thanksgiving Show; 4:30-5pm; filmed with AM cast; Sponsor - Coca-Cola; Agency - D'Arcy.

Peter Lind Hayes-Mary Healy Show; 8:30-9pm Thursdays; debuts from WNBT to E&MW Nets; situation comedy with Hayes, Healy, Mary Wickes & Claude Stroud; Sponsor - Bordon's Instant Coffee; Agency - Kenyon & Eckhardt; Producer - Allen Ducovny K&E; Scripts - Jay Somers & Jack Harvey; Sets - Al Ostrander.

Dec 25 One Hour in Wonderland; 4-5pm from WNBT to 61 sta E&MW Nets; Walt Disney's most famous characters, Edgar Bergen, Charlie McCarthy, Bobby Driscoll & Kathryn Beaumont in a Christmas Day Disney film; Sponsor - Coca-Cola; Agency-D'Arcy.

Trade Press Rumors: Sponsor changes imminent on the following shows...Peter Paul's Hank McCune Show NBC Sat 7-7:30pm through Maxon...Sylvania's Beat The Clock CBS Fri 10:30-11pm through Cecil & Presbrey... Nestle's Take A Chance NBC 10:30-11pm through Cecil & Presbrey; Jack Haley Show possible replacement for Ford's Kay Kyser Show NBC Thurs 9-10pm through J. Walter Thompson.

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PROGRAM	NET	TIME	GUESTS
			SATURDAY NOVEMBER 11
Jack Carter	NBC	8-9pm	The Modernaires
Ken Murray	CBS	8-9pm	Ann Rutherford; Frank Sinatra; Kay Kyser; Rudy Vallee; George Copeland, pianist
Show Of Shows	NBC	9-10pm	Douglas Fairbanks, guest MC
			SUNDAY NOVEMBER 12
Celebrity Time	CBS	10-10:30pm	Madeleine Carroll; Eddie Mayhoff
Colgate Comedy Hour	NBC	8-9pm	Martin & Lewis, MCs; Kitty Kallen
Leave It To The Girls	NBC	7-7:30pm	Walter Wanger; Betty Furness
Philco Playhouse	NBC	9-10pm	The Man Who Got Away With It - by Bernice Carey; adapted by Alexander Kirkland; with Francis Sullivan, Donald Woods, Margaret Hayes, Barbara Robbins, Richard Sanders, Fred Beier
Showtime, USA	ABC	7:30-8pm	Ella Logan; Victor Moore; Jessica Tandy; Beulah Bondi; Evelyn Varden; Dwight Fiske
This Is Show Business	CBS	7:30-8pm	Rise Stevens; Pearl Bailey; Peter Donald; Jane Scott, dancer
Toast Of The Town	CBS	8-9pm	Phil Spitalny; Arthur Lake; Buster Keaton; Alan & Blanche Lund, dancers
Paul Whiteman	ABC	7-7:30pm	Jane Froman; Russell Nype
			MONDAY NOVEMBER 13
Hollywood Screen Test	ABC	7:30-8pm	Hurd Hatfield, lead; Patricia Marmont, Liam Sullivan, tests
Lights Out	NBC	9-9:30pm	The Waxwork - by A.M. Burrage; agapted by Nelson Olmsted; with John Beal, Nelson Olmsted, Mark Stone, Thomas Reynolds, Harry Hugenot, Edwin Taylor, Roy Irving
Lux Video Theater	CBS	8-8:30pm	Gallant Lady - by Florence Ryerson & Colin Clements; adapted by Joe Bates Smith; with Ruth Hussey, Herbert Rudley, John Stephen, Audra Lindsay, Fran Lee, Elizabeth Dillon, Helen Marcy, Leon Shaw, Harry Townes
Musical Comedy Time	NBC	9:30-10:30	Rio Rita - with Bert Wheeler, Patricia Morrison, Hal LeRoy, John Tyers, Donald Buka, Ray Jaquemot, Henry Calvin, Treva Frazee

Program	Time	Description
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PROGRAM	NET	TIME	GUESTS
			MONDAY NOVEMBER 13 (Continued)
Studio One	CBS	10-11pm	The Last Cruise - by William Lederer; adap Worthington Miner; with Don Dickinson, Richard Webb, Robert Wark, Walter Starkey, Harry Holsten, John Alberts
Talent Scouts	CBS	8:30-9pm	Don Reynolds, singer; Lucille Reed, singer; Ruth Duncan, pianist; Beale Street Boys, vocal quintet
Kate Smith	NBC	4-5pm	Dave Appolon, guitarist
Voice Of Firestone	NBC	8:30-9pm	Jeanette MacDonald
			TUESDAY NOVEMBER 14
Armstrong Circle Theater	NBC	9:30-10pm	Best Trip Ever - orig by Frederic Manley; with Enid Markey, Elizabeth Patterson, Alexander Campbell, John O'Hare, Carroll Ashburn
Billy Rose Show	ABC	9-9:30pm	Drink To Me Only With Thine Ice - adapted by Edward Chodorov; with Harry McNaughton, Carol Williams, Si Vario, Gene Casto
Danger	CBS	10-10:30pm	The Man In The Cage - orig Ben Radin; with Joseph Anthony, Bruce Hall, William Lee, Edward Harvey, Ruth MacDevitt, Heyward Broun, Jr, Leonard Barry, Ellie Pine
Eloise Salutes	DuM	7:30-7:45	Elsa Maxwell; Shepard Traub
Sure As Fate	CBS	8-9pm	Ten Days To Spring - by Leonard Levinson & Wally Gould; adapted by Levinson & Richard Ellington; with Sara Anderson, Ted Newton, Walter Davis, Alan Bunce
Suspense	CBS	9:30-10pm	The Brush Off - by Mort Lewis; adapted by Sigfried Herzig; with Leslie Nielsen, Mary Sinclair, George Reeds, Gene Lyons, Royal Dano
Texaco Star Theater	NBC	8-9pm	Martha Raye
			WEDNESDAY NOVEMBER 15
Kraft Theater	NBC	9-10pm	The Romantic Age - by A.A. Milne; adapted by R. Howard Lindsay; with Bethel Leslie, Dean Haarens, Elizabeth Ross, Logan Ramsey, Tony Dowling, Edith Gresham, Chris Barberry, Justine Johnson
Kate Smith	NBC	4-5pm	Chandra Kali, dancer

PROGRAM	NET	TIME	GUESTS
			WEDNESDAY NOVEMBER 15 (Continued)
Four Star Revue	NBC	8-9	Ed Wynn, MC; Gertrude Niesen
Somerset Maugham Theater	CBS	9-9:30pm	Episode - adapted by Robert Shaw; with Grace Kelly, Leo Penn, Harold McGee, Ethel Everett, Cliff Hall
The Web	CBS	9:30-10pm	The Boy - by Marie Baumer & James Cavanaugh; adapted by Marie Baumer; with Jane Seymour, Joey Walsh, Jack Lemmon, Willard Clark
			THURSDAY NOVEMBER 16
Kay Kyser	NBC	9-10pm	Patricia Morrison
Little Show	NBC	7:30-7:45	Lynn Howard, singer
Nash Airflyte Theater	CBS	10:30-11pm	Suppressed Desires - by Susan Glaspell; adapted by Max Wilk; with Lee Bowman; Meg Mundy, Judy Parish
Kate Smith	NBC	4-5pm	Joey Faye, comedian
			FRIDAY NOVEMBER 17
The Clock	NBC	9:30-10pm	Ninth Life - orig by Douglas Wood Gibson & Sidnet Porcellain; with Arnold Moss, Margaret Hayes, John Newland, John Gerstad
Ford Theater	CBS	9-10pm	The White Headed Boy - by Lennox Robinson; adapted by Wallace Keefe; with Barry Fitzgerald, Mildred Natwick, Biff McGuire, Elinor Randel, Lawrence Fletcher, Peg Mayo, Dermot McNamara, Helen Wagner
Pulitzer Playhouse	ABC	9-10	Knickerbocker Holiday - by Kurt Weill & Maxwell Anderson; adapted by Felix Jackson; with Dennis King, John Raitt, Doretta Morrow, Loring Smith, Jed Prouty, Phil Coolidge, Stanley Carson, Brooks Dunbar, Jack Manning, Harvey Sheppard
Star In The Family	CBS	10-10:30pm	Gil Lamb; Verlye Mills, swing harpist; Della & Andy Russell
ADD - Thursday November 16			
Starlight Theater	CBS	8-8:30pm	Welcome Home - orig by Manya Starr; with Nancy Kelly, Robert Weber

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SHOWS NOT INCLUDED HERE ARE NOT ABLE TO MEET OUR FRIDAY DEADLINE

Art Duram, TV Market Research Analyst for CBS, has described the following advantages to daytime television in comparison with the established values of nighttime TV:

1 - The sales impact of one visual product demonstration on one signle viewer will be even more foreceful than nighttime because it is concentrated on an active customer - the housewife - at the very moment the subject is most conspicuous in a woman's mind...during her shopping day.
2 - The visual sales demonstration - just as in the field of women's magazines - is a basic part of the entertainment itself.
3 - The five-per-week frequency schedule provides 15 different opportunities for demonstration, as compared with only three in a nighttime period. These reach the customer at a lower cost per sales impression than in the evening.
4 - Daytime TV provides seasonal stability.

Essentially, the success of Daytime TV depends largely upon the factors dealt with in the following Question & Answer discussion....based upon a Videodex presentation, and supplemented with information from Pulse and our own analysis:

1. Is there an Audience for Daytime TV & What Kind of an Audience is it?

Keeping in mind the probability that good programming can build an audience(as evidenced by Saturday Night & late evening)....indications are that there is already more than the basis of a good audience. Pulse figures for October point to TV "sets in use" averages -- 9:30am to 6pm for an entire week as follows: New York City - 15.2; Philadelphia - 10.9; Boston - 9.9; Chicago - 12.5; Washington - 8.6; St. Louis - 12.7; San Francisco - 10.3.....and it must be remembered that these are averages for 7 days, tending to reduce mid-afternoon, mid-week highpoints.

Videodex, analyzing the Cincinnati market, reports the following:
6:30-9am - 27.4% of TV homes tuned to at least one program during the five weekdays;
6:30-11am - 35.2% of TV homes tuned to at least one program;
6:30-1pm - 44.4% of TV homes tuned to at least one program;
6:30-3pm - 52.6% of TV homes tuned to at least one program;
6:30am-5:30pm - 64.8% of TV homes tuned to at least one program during the five weekdays....and, relative to that total, only 7% of TV homes viewed only one program in the five day reporting period.

There has been some advertiser resistance in the past based on the premise that the daytime audience was a poor market - pensioners, bar flies, and the like.... Videodex disputes this argument with the following data about Cincinnati homes that turned sets on prior to 3pm:

Size of Household: 3 or more	91%	Age, Head of Household: 25-34 years	31%
# Children under 12: 2 or more	39%	Tenure: Own Homes	69%
Households with Teenagers	33%	Date TV Purchased: Prior ot Oct 1949	23%

2. What are the Characteristics of Daytime Viewing - Competition for the housewife's time.....is TV actually being viewed or merely being used as a baby sitter or FM set.....what is the impact of a five-day strip...?

Classic illustration that housewives have time for afternoon recreation is the achievement of Philadelphia's WPTZ, which seized on the fact that 700 of Philly's movie houses were open at or prior to 2pm, and turned this information into a 25%plus rating via afternoon movies.....at the same time, an Ohio State survey, based on 5000 interviews, implies that 95% of women and 85% of men were doing nothing else but watching TV when their set was turned on. Only 30% of radio listeners did likewise. The Videodex Cincinnati survey points up that TV is being viewed an not listened to

through a comparison of newspaper vs television advertising when seen visually. The Gee Bee Sales Company had been buying three ads per week in the television section of Detroit's three newspapers at a monthly cost of $2180. The peak single day's sale of their indoor TV units at $6.95 was 45 units.....But two participations a week on WXYZ-TV's mid-afternoon program at a cost of $32 for four weeks resulted in 78 calls within two hours after the first mention, 126 sales the following day, and 3000 sales after only eight mentions. Total families viewing the telecast was 7250....Maximum families seeing all eight participations was 30,000. Therefore: one out of every ten bought the $6.95 unit. Of course, numerous other success stories are available.

That strip shows have a loyal audience is illustrated by WLW's "Fifty Club" at Noon daily, with a 16.9% rating in July. Some 40% of the weekly audience viewed on four of the five telecast days per week. In all, the program reached 28% of the Cincinnati audience, with a turnover of 1.7.

3. What type of Sponsor does Daytime TV attract?

Examination of the New York City daytime program schedules (Pg 14-18) shows a diversification of sponsors that - while the extent of its gamut is amazing - is parallelled in almost every market. Until this Fall, advertisers used daytime TV largely to bring in direct sales.....common method of purchase was to buy participations on low-cost service programs, almost all of which resulted in enthusiastic success stories. Programs were mostly local, as were the sponsors.

But network Daytime TV is here now, with the big Brand Identification advertisers now numbering 9, and the number due to increase almost daily. DuMont broke thedaytime ice with its "Shopper's Matinee" program last season, but is just now returning to an ambitious network effort with "It's In The Bag" - grocery tie-in show at 1:30-2 - scheduled to debut November 16th. The other networks have not been abiding their time, however. Most of the debuts occurred too recently to draw an adequate rating, but any and everyone is expecting the November figures to indicate substantial success in the networks' audience-building efforts. Present national advertisers using network daytime TV include:

General Foods - "Bert Parks"; M-W-F 3:30-4pm on NBC
Int'l Latex - "Ilka Chase"; M & F 3:30-4pm on CBS
Procter&Gamble - "The First Hundred Years"; M-F 2:30-2:45pm CBS (see Pg 12)
Sterling Drug - "Dennis James' OK Mother"; M-F 1-1:30pm DuM
General Mills - "Betty Crocker"; Th 3:30-4pm on CBS
Minute Maid - "Kate Smith"; M-F 4-5pm on NBC (see next page)
Amer Home Prods - "Kate Smith"; " " " "
Owens-Corning - "Vanity Fair"; Tues 4:30-5pm on CBS
Premier Foods - "Rumpus Room"; M-F 12:30-1pm on DuM

Also, some 13 network participants sponsor CBS' "Homemakers' Exchange" M-F 4-4:30pm. It's only a matter of time until Lever Brothers, Libby, McNeill & Libby, and H.J. Heinz, etc. get in the swim. Heinz has already experimented successfully in the spot field and locally in L.A.

On the following page, Ross Reports has examined the top-rated daytime show this Fall, NBC's high-cost, high-entertainment "Kate Smith Show". It represents a departure from the purely low-cost service type of program which characterized Daytime Television in the past. Programs like the Smith show are building up not only network daytime TV, but also local schedules around the network time.

On Page 12, we've examined what may well be the dominant program form of program effort in the future. When Procter & Gamble's "The First Hundred Years" debuts over CBS-TV on December 4th 2:30-2:45pm, a new era will begin for Television. You should enjoy reading our preview of it.

On Page 10, we've done a station round-up, city-by-city, of the status of Daytime Television & on Page 14, we have listed NYC program schedules & sponsors.

Network Daytime Television went Bigtime this Fall.....and NBC's Kate Smith has been the prime mover. Last year's few network daytime attempts were hampered by lack of money, lack of production, and an undefined approach to format. This Fall's Kate Smith Show not only has positive answers to these problems but it has been setting an oustanding example of how to win a daytime audience and influence women.

THE KATE SMITH SHOW

TIME & STATIONS - 4-5pm Monday-Friday; from WNBT to 35 stations plus 14 on kine

PRODUCER - Ted Collins
EXEC PRODUCER - Barry Wood, NBC
ASSOC PRODUCER - Tom Loeb
TALENT SUPER - Roger Carlin, MCA
DIRECTORS - Alan Neuman, Greg Garrison NBC

WRITERS - Mel Diamond, Bill Jacobson, Ed Brainard, Dorothy Daye
SETS - Mabel Buell, NBC
COSTUMES - John Boxer, NBC
MUSIC - Jack Miller 18 pc Orchestra

CAST - Kate Smith, Ted Collins, John Butler Dancers, Jack Allison Chorus, singer Bill Norvas & the Upstarts quartet, Eddie Senz (Tuesdays), Ethel & Albert (Peg Lynch & Alan Bunce) on Fridays...& daily guests....DEBUT - Sept 25, 1950

The production staff of The Kate Smith Show like to characterize their product as "the daytime program with the evening air". As such, it marks still another daring conception by NBC-TV toppers....with responsibility for the planning and operation directly in the hands of Pat Weaver and Fred Wile. General thesis of the program's planning is to give the daytime viewers a format approximating 70% entertainment, 30% service. To implement the execution of this theory, NBC allotted a sizeable production budget to the show, although it debuted at the end of September on an almost completely sustaining basis. Much as it did with the Saturday Night Revue, NBC set out to win its own audience so that it had a marketable product.

And once again the gamble appears to have been justified. Kate Smith is building a daytime audience not only for herself but for all daytime programming. Telepulse for the beginning of October - shortly after the program debuted - gave the show a multi-market average of 7.5....but in individual markets, the rating rose as high as 12.7 (Boston) and 18.6 (St Louis). In the latter case, a single station market, the rating actually represents a sets-in-use figure completely attributable to this one program.....The American Research Bureau rating for the first week in October was 9.1, with subsequent off-week figures for October 15-22 reaching 14.5 in Washington, 10.6 in Baltimore, and 11.6 in Cleveland.

The sponsor situation, therefore, is beginning to take on a glow. American Home Products already has the 4:15-4:30pm Thursday segment for its Duff's Mixes, G. Washington Coffee, Aerowax, & Wizard-Wick (through Ted Bates & Earl Bothwell)..... and Minute Maid Frozen Orange Juice is sponsoring the 4:30-4:45pm Thursday segment (through Ted Bates).....while Durkee's Margarine will pick up the 4:30-4:45pm Wednesdays segment beginning November 15. November ratings - expected to be even higher - may very well bring in several others now on the fence...At any rate, NBC staffers expect the show to be at least half sold out by the first of the year. They are now offering one 15-minute segment per week for 13 weeks at $36,725 plus time. A 15-minute one-shot can be had for $2825 plus time. And 13 weeks of three 15-minute segments per week are tabbed at $101,400.

NBC-TV sales promotion figures make any one of these out to be a super buy. Estimating total talent and time charges on a 39-week basis to be approximately $6000 per week when aired on 35 stations, the statisticians have boiled everything down to a point where Kate Smith's cost per viewer is less than 1/3 of a cent! At present, they claim, she's viewed by 1,320,000 in 551,000 homes. If two products are advertised in each 15-minute segment, the cost for each is $2plus per 1000 viewers.

has been the prime mover. Lady luck's for network decision makers were hampered by lack of money, lack of production, and an undefined approach to format. This Poll's data until then was only lab quantitive answers to these problems but it has been satisfying a-- increasing amounts of how to win a daytime audience and influence trend.

THE FATE FOLLOWS

THE A SECRETS - A--The Bonny-Gabbay| Crew Visit to 27 stations plus 24 on time

PRODUCER - Ted Collins	DIRECTOR - Hal Cossard, Bill Jacobson.
FILM PRODUCER - Perry Ford, NBC	Ed Sheldon, Lorenzo Dye
[illegible] - Tom Lamb	CUTS - Walter Hall, NBC
[illegible] - Jerry Chelin, NBC	[illegible] - John Dolan, NBC
[illegible] - John Duncan, Gene Harrison NBC	[illegible] - Jack Milsky to be determined

TALENT - Cole Porter, Ted Collins, John Charles Lawrence, Jack Allison Chorus, plus Bill Stokes & the Spearing quartet, Stella Dan (Pianist), Ethel & Albert (Ted Collins & John Duncan) as Pinkerton's daily newsreel.....CREDIT - Cole Porter, NBC

The production staff of The Fate Girls Show like to demonstrate their production on the daytime program with the evening s.r. - as which, in order will month-of due to complete to NBC-TV Network.....the responsibility for the planning and operation directly in the hands of Ted Lawrence and Fred Vilas. Behind theirs of the program's director is to give the daytime viewers a fresh approximating TV entertainment NBC service. To implement the assembling of this talent, NBC allowed a sizable production budget to the show, although it totaled it the end of September on an almost completely evening basis. Most as it did with the Jerry Lewis Show, NBC let out to the lie one million to keep it but a reasonable [illegible].

And once again the public appears to have been pleased. Into both is building a daytime audience was only for herself but for all daytime programming. Figures for the beginning of October - directly after the program debuted - give one hour a nationwide average of 7[illegible].0% in individual markets, the ratings ran as high as 10% (Detroit) and 14% (in Iowa). In the latter case, a single station series, the rating actually approximate a week-to-week listed completely attributable to this one program.....the American Research Bureau rating for the first week in October was 9.1, with subsequent weeks figures for October 15-22 reaching 8.5 in Washington, 10.0 in Baltimore, and 11.0 in Cleveland.

The product already, therefore, is beginning to make an a dent. Daytime programs already has the Kid-Lipe Insurance program for the B-17's Alive. In Washington Dorsey, Jerome, a Wizard-Mfg (Energy) has taken a Bell Sonovell.....

The Kleen Wind Fresh Energy Pills be discovering the Kid-Lipe Tie-day program (Energy Tel Sales).....while Dorsey's Energy with jump up the Kid-Lipe Wednesday program Wednesday November 13. Jerome's Wizard - expected to be that Kid-or - Jay Jay will spring in Kansas where now do the insurance.....any year, NBC work-ers cannot the show to be at least half and 5-the time of the year. They are offering the Kid-Lipe program per week for 13 weeks at $2,[illegible] plus time. A Wednesday schedule can be had for $2[illegible] plus time. Jay 13 weeks of Lipe Kid-Lipe program per week for [illegible] at $[illegible].

Kid-Lipe sales production figures are any and of those out to be a super but Saturday total sales and time costing on a Jerome basis to be approximately $[illegible] per week. Lipe can to sessions, the statistics have boiled everything down to a point where Kid Lipe's cost per viewer is less than 1/1 of 1 cent! As Jerome, stay chain, don's where is 1,[illegible] in [illegible]. Where it the programs are conditional to such 1-minute segment, the cost per week is high. Per 1,000 viewers,

SMITH SHOW HAS PRODUCTION PLUS

Kate Smith is bigtime, and NBC-TV has given her a bigtime production staff headed by former singing star and later CBS-TV musical producer, Barry Wood. Of course, Ted Collins is on hand, and MCA has one of its toppers, Roger Carlin, servicing the show with talent. Associate Producer, Tom Loeb, is an NBC-TV veteran of variety programs, and writers Mel Diamond, Bill Jacobson & Eddie Brainard are experienced. Dorothy Daye, the women's coordinator, is scheduled to be joined by another female on the staff, shortly....to help dig up human interest guests.

The production staff has top talent to work with.....well-paid talent too. NBC has not stinted with Jack Miller's 18-piece orchestra, Jack Allison and his mixed chorus of six, John Butler and his six dancers, singer Bill Norvas with his Upstarts song and dance group of 2 couples, Eddie Senz who has a beauty clinic on Tuesdays, & the Ethel & Albert comedy duo of Peg Lynch and Alan Bunce. Guests receive anywhere from $150 to $750 for appearing, according to their entertainment value....but the current top is down to about $500.

FEATURES & SEGMENTS -- The various specialty features which are regularly incorporated into the program each week are generally broken up into short segments, in line with a production theory that housewives may be forced to leave their set for brief periods. Short segments make it easier to keep up with the continuity. In addition to Miss Smith's three songs daily and Ted Collins' 5-minute news segment and the performing stints of the other regulars, these features are incorporated into the weekly schedule:

Monday - Fashion Show...highlighting a season, a collection, or type of apparel.
Tuesday - Teen-Age Forum...headed by Tess Adams and Pat Lucey, Newark Daily News columnists, and a panel of four high school students discussing current events. ....Eddie Senz conducts a beauty clinic.
Wednesday - Children's Segment....with acts performing for settlement house kids.
Friday - Ethel & Albert situation comedy sketch...also an interview of a Maitre D'.
Scattered - Home Service Segment...with Miss Smith or Collins interviewing an interior decorator.....or a trailer of a film soon to be released.....or a dramatic scene with name actors(about every two weeks).

The Butler dancers do about four numbers weekly, as does the Allison chorus, while Bill Norvas and the Upstarts do their song and dance act about twice a week.

SAMPLE 15-MINUTE SEGMENTS

4pm -4:02	Smith Sings	4:31-4:33	Smith Sings
4:02-4:07	Bill Norvas & Upstarts	4:33-4:38	Ted Collins News Review
4:07-4:09	Smith chats	4:38-4:43	Dancer & Guitarist
4:09-4:14	Guest Flamenco Dancer	4:43-4:45	Smith chats
4:15-4:16	Local Station Break	4:45-4:46	Local Station Break
4:16-4:19	Guest guitarist	4:46-4:54	Teen-Age segment
4:19-4:27	Eddie Senz	4:54-4:57	Smith sings
4:27-4:30	Smith chats	4:57-5	Preview of next show,etc
4:30-4:31	Station Break		

Each week's production routine is laid out the Monday before. Daily rehearsals are held between 10am and 4pm, with 4½ hours on camera. The show is telecast from the Hudson Theater before a sizeable audience. Scripts are written in advance, but they bear little resemblance to the final utterances that are liberally sprinkled with ad lib remarks and Smith informalities....primed from her "little black reminder book". Current commercials for Minute Maid are done by a live woman shopper from a separate set, while the other products often use live action or animated film spots introduced by some Smith remarks.

One thing is certain - America's sweetheart is Daytime TV's darling..... and that moon of hers should soon be hidden behind a mountain...of sponsors.

COUNTRY'S TV STATIONS PUSH SCHEDULES BACK TO MORNING AS DAYTIME TV GROWS

Early morning programming is the rule in at least ten television cities, with over 50 cities having television service by 3pm. Our round-up of program schedules bears evidence to certain interesting facts about the coverage of Daytime TV:

1. Birmingham -- WAFM-TV starts telecasting at 10:25am 2. Baltimore -- WBAL-TV take the air at 11:45am 3. Chicago -- WENR-TV goes on at 11am, WGN-TV opens at 10 4. Cincinnati -- WKRC opens a 12-hour daytime schedule at 9:30am, WLW-T opens at 7am, and WCPO-TV is the earliest riser in the country at 6am 5. Cleveland - WEWS is on at 10am 6. Detroit -- WXYZ-TV goes on at 6:45am 7. Philadelphia - WCAU-TV has an 8am to 2am schedule 8. Los Angeles -- KFI-TV starts its exclusively-daytime operation at 9am, KNBH goes on at 9:30am 9. Washington -- WTTG opens at 10:15am

WHAT ARE THEY PROGRAMMING?

On the local level, stations are programming a conglomoration of shows best illustrated by the two stations below. A breakdown of types on the seven New York City stations would be as follows: Service-22; Music,Variety-16; Film-14; News-11; Kid-11; Interview,Chatter-7; Audience Participation-6.

Daytime Weekdays

WCPO-TV CINCINNATI		WNBT NEW YORK	
6:00am	- Morning Merry-Go-Round	9:15am	- Johnny Andrews, songs
7:00	- Coco The Clown	9:30	- Jo McCarthy, cooking
8:00	- News	10:00	- Kathi Norris, shopper
8:10	- Morning Exercises	11:00	- Date In Mahnattan, aud partic
8:15	- Morning Movie	12:00	- Up To Now, news for 5 minutes
9:30	- Coffee Club		- off the air -
10:30	- Bill Dawes Ballroom	3:00pm	- Ransom Sherman, variety
11:00	- Al Lewis' Drugstore	3:30	- Bert Parks, variety on M,W,F
12:00	- Man On The Street		Remember the Date,quiz-T,Th
12:15pm	- Midday Merry-Go-Round	4:00	- Kate Smith Hour
1:00	- Penny's Kitchen Show	5:00	- NBC Comics, cartoons
2:00	- Meet The Ladies		
3:00	- Paul Dixon's Music Shop		
5:00	- Six-Gun Playhouse		

** Independent stations generally program in shorter time segments than net outlets.

WHAT RATINGS ARE THEY GETTING?

October ratings furnished by Pulse, Inc. for six cities are indicative, although they are tempered somewhat by the transition period at which they were surveyed...the first week of October was still influenced by baseball, and big network shows had not yet made their impression.

New York --	9:30am	WABD	News.....	.5
		WNBT	Songs.....	.7
	10-11	WNBT	Kathi Norris	1.6
	2-2:30	WCBS	Real McKay	1.2
	3-5	WJZ	Zeke Manners	1.4
	4-5	WNBT	Kate Smith	4.9
Philadelphia	9:15-10		Strictly..Girls	1.0
	10:30-12		Variety	2.1
	1-1:30		OK Mother	3.0
	1-1:30		Cindarella	6.3
	1:30-2:30		H'wood Film	16.0
	4-5		Kate Smith	6.0
Boston --	4-5	WBZ	Kate Smith up to	12.7
		WNHC	Multiscope up to	2.3

Chicago --	11-12	WBKB	Let's Have Fun	2.4
	12-1	WENR	Bob & Kay	2.4
	3-4	WNBQ	Kate Smith	7.5
St. Louis -	1:15-2	KSD	Homemaking	9.8
	2:15-3	KSD	To..Ladies	13.0
*single sta	3-4	KSD	Kate Smith	20.4
San Francisco -	1:30-2:30	KPIX	Kitchn	5.6
	2:30-5:30	KPIX	Del to Courtney	6.7 10.2
	4-4:45	KGO	Hostess	4.4
	4-5	KRON	Homemaking	6.1

**Station Spot Check - next page

SPOT CHECK -- STATIONS' DAYTIME TV ACTIVITY - OCTOBER

Atlanta - WAGA-TV is on the cable; on air at 9:30am with news tape & music; takes CBS afternoon lineup plus one local women's show.

Baltimore - WBAL-TV on at 11:45am with local stuff & afternoon film; NBC after 3:30pm
WAAM - on at 12:55pm with DuMont & local programs including TV WAAMboree.
WMAR - on at 12:15 with early CBS programs, then has its own 3 hour show.

Birmingham - WAFM - on at 10:25 with local stuff and CBS afternoon lineup.
WBRC - on at 2pm with NBC afternoon lineup.

Buffalo - WBEN-TV - on at Noon with film until 3:30pm when it picks up NBC lineup.

Dallas - WFAA-TV - on at 3:55pm with all local programs; uses network kines at night
KRLD-TV - on at 3pm with film and local shows.

Grand Rapids - WLAV-TV - on at 2 with film until 3:30pm; takes Ransom Sherman from NBC, later switches to CBS for Homemakers' Exch, then back.

Johnstown - WJAC-TV - on at 1:30pm with CBS programs, then switches to NBC at 3:30pm.

Lansing - WJIM-TV - on at 6pm; it's one of the few stations opening up so late.

Los Angeles - KECA-TV - on from 2 to 6:30pm with local stuff, then ABC at night.
KFI-TV - on at 9am with local programs; signoff at 7pm or shortly after
KNBH - on at 9:30am with local programs; it's the NBC affiliate.
KTLA & KTSL - each sign on at 5:30pm.....KTTV opens up at Noon.

Pittsburgh - WDTV - on at 6:30pm

Richmond - on at 6pm - WTVR

Rock Island - WHBF-TV - on at 6pm

Seattle - KING-TV - on at 5pm

St. Louis - on at 6pm - KSD-TV

Washington - WMAL-TV - on at 2pm (ABC); WTTG - on at 10:15am(DuM); WNBW on at 1:30pm is the NBC station; WTOP - CBS on around noon.

Other cities take the air shortly after noon, and according to their affiliation pick up network programs all afternoon, except for one or two local shows and newscasts....and some local kid shows. Undoubtedly, network programming was the instrument which caused many of these stations to open up for daytime. Characteristic of their programs done locally is the briefness of time segments in early hours, then extended liesurely programs in the afternoon.....also, since NBC has not been sending any network shows out until Ransom Sherman at 3pm EST, those stations that did open up for daytime shows in October were picking up CBS until 3pm and then making their choice.

Of course, the question of clearing time(as discussed last week) will begin to become more and more of a problem as network daytime programming spreads. Latest opinions as to the lifting of the freeze on stations run to mid-1951.

The one program trend more than any other that may bring television to the daytime level of radio - ie: with network programs appearing throughout the day - is that cued by the debut next month of TV's first daytime soap serial. The preview of that program on the next two pages should prove of interest.

Ross Reports surveys scheduled for the next few weeks include:

1. A revised Program Cost Survey with Budgets - our November Monthly.
2. An up-to-date listing of dramatic properties performed on TV.
3. A look at Children's Programming - with two reviews.
4. Production Profiles - "Lights Out" & "The Clock"

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PREVIEW -- SOAPTIME TV

It's here! Soaptime TV! The vanguard of radio's daytime serial stories arrives via CBS-TV 2:30-2:45pm weekdays on December 4th. And the host of other familiar soap opera sponsors will be watching Procter & Gamble's big experiment with a heightened interest. Title of the debuting series (for Tide) is "The First Hundred Years".....and whimsy provokes the obvious conclusion, with the proper rising inflection...."are the hardest?"

By way of previewing what may become a daytime television mainstay, the following production analysis attempts to set down the theories and methods of operation followed by Benton & Bowles in getting the series rolling. In other words, this is the status of "The First Hundred Years" as of November 8, 1950.

THE FIRST HUNDRED YEARS

DEBUT - Dec 4, 1950.....2:30-2:45pm Mon-Fri.....from WCBS-TV to 38 Sta plus 7 on kine

SPONSOR	- Procter & Gamble (Tide)	DIRECTOR	- Bud Gammon, B&B
AGENCY	- Benton & Bowles	WRITER	- Jean Holloway
SUPERV	- Walter Craig, TV VP for B&B	EDITOR	- Oliver Barbour, B&B
PRODUCER	- Hoyt Allen, B&B	CASTING	- Hoyt Allen, B&B

CAST - Jimmy Lydon, Dan Topin, Robert Armstrong and Nana Bryant are set, with three principals still to be decided on. New characters will be introduced steadily.

Of course, only an advertiser of the stature of Procter & Gamble could afford to experiment with a medium as expensive as television....and "The First Hundred Years" is an experiment -- can the success of the soap opera in radio can be paralleled in television? Obviously, the sponsor felt that daytime television had achieved enough acceptance (as pointed up elsewhere in this survey) to make the experiment at this time. P&G plans to put the show on a year-round basis, with no summer hiatus, and has cleared a total of 45 stations already to carry it.

As conceived, the series will differ somewhat from the average radio soap format in that it will be a domestic comedy pivoting around the lives of a young couple - married in the first week of the show - and the two sets of in-laws. The "tear-jerking" aspects of life will be played down in favor of humorous situations. The old cliff-hanging technique will be employed, however, with each show opening with a flashback of the closing moments of the previous episode. The flashback method is not set as yet, but may be done through the announcer, or through the early dialogue, or possibly a repeat of closing lines from the day before.

Since radio serials have demonstrated that the audience is not necessarily consistent, this first TV serial will use the "retarded time" principle...that is, the story line will disregard the calendar year and topical happenings (it opens in the summertime). Therefore, a day's occurrence may extend over four episodes..... The program will be staged at all times for the viewing audience, rather than merely adding visual illustrations to typical radio dialogue. Those housewives who only listen will lose important segments of the story line. Incidentally, the story line is set for the first 30 weeks, while scripts are ready for the first 3-4 weeks.

At this stage, four of the seven principals have been cast. All four are Hollywood people doing their first New York TV work. The young couple who are married during the first week's action will be played by Jimmy Lydon & an actress not yet chosen. His parents will be played by Dan Topin & another actress not yet chosen.... while her parents will be played by Robert Armstrong and Nana Bryant. A younger daughter of the latter two has yet to be chosen. About 3 to 5 minor characters will be introduced weekly, moving in and out of the series.

PRODUCTION DETAILS -"THE FIRST HUNDRED YEARS"

CBS has converted a large part of its Liederkrantz Hall studios into a private and permanent setting for the series. As a matter of fact, there will be three permanent sets involving living rooms, kitchens and other rooms for each of the three families. Film sequences will be shot in Long Island and Westchester for continuity of outside settings. And rear projection of scenery will also be employed to give the illusion of an outdoors setting.

Production-wise, the series will be staged as a straight dramatic show.... without a stage and without an audience. Cameras will operate from the center of the studio toward the sets, which are around the perimeter of the room in arena style. Producer Hoyt Allen expects that he'll need about 7 hours of dry rehearsal daily - with only 1 hour on camera. Rehearsals are scheduled to start on November 27 for the December 4 debut.

Of the 15 minutes, about 3 minutes will be devoted to commercials and lead-ins to the action. P&G has one of its most TV-active products behind the series..... Tide, which has become known for its animated spots. However, it's quite possible that Benton & Bowles will try some integration into the story line, as well.

And so it's happened. One more shred of radio's intimate apparel has been snatched by its offspring, leaving the mother medium disrobed but for a few strategically-placed recorded transcriptions and several amorous disc jockeys. Undoubtedly, "The First Hundred Years" will become a milestone in the lives of the nation's housewives....to be shortly followed by "The Last Half-Century", "An Atomic Marriage" and a whole host of daytime serials.

Certainly, the production experience will pretty well round out an active television career for Benton & Bowles....an ad agency which has already distinguished itself with a wide variety of television formats and a credit list including: "Mama", "Musical Comedy Time", "Penthouse Party", "Robert Q. Lewis' Arnold Bread Show", "Life Begins At 80", "The Jo McCarthy Cooking Show", "Lucky Pup", "Hollywood Screen Test", "The Lambs Gambol", "Hopalong Cassidy"....and more. Ross Reports extends its best wishes for a successful undertaking and thanks the agency for its cooperation in bringing this preview to our pages. Much of the information was divulged almost while in the process of being decided upon...so that we've been able to look in on the planning stage of the series' development.

Greetings to you, Soaptime TV!

PRO THE INDEPENDENT STATION

Last week's report on "Chaos in the Hinterlands" brought forth the following remarks from one of our Station Representative friends:

> ".....actually, the abuses a lot of these guys are screaming about are confined to a very small percent of the stations. Remember that a lot of these stations are "network-poor", what with that 35¢ dollar they get for network time. Spot rates, while in most cases lower than network rates, with the resulting economy to the advertiser, deliver more revenue to the station. It looks pretty fair all-around for the stations to insist on using station option time for local or spot programming, doesn't it?"

Ross Reports

ON TELEVISION PROGRAMMING

DAYTIME TV IN NEW YORK CITY

November 1950

Daytime Television in New York City is a going business as of November 1950. All seven local stations are telecasting....program departments have dreamed up a diversified schedule running the gamut from service to variety shows....and advertisers of all sizes and character are taking the TV plunge. The question of whether or not the daytime shift is paying its way for the stations is still open to speculation, but the list of sponsors is large...and growing.

A check of the Monday to Friday cross-the-board shows at the beginning of November reveals the following approximate data:

PROGRAM TYPES - 9:30am to 7pm	
Service	22
Music & Variety	16
Film	14
News	11
Children's	11
Interview & Talk	7
Audience Partic.	6

* Program titles each counted Once

SPONSORS		9:30am-5pm	5-7pm
WCBS-TV	33	26	7
WNBT	55	38	17
WABD	24	21	3
WJZ-TV	45	45	0
WOR-TV	17	10	7
WPIX	44	36	8
WATV	48	30	18

**Sponsors each counted Once

Daily programming gets under way as early as 9:30am these days, with both WNBT and WABD opening up at that time.....WOR-TV takes the air at 10am..... WCBS-TV starts at 11am.....WJZ-TV comes on at 11:30am.....WATV debuts at Noon..... and WPIX begins at 12:40pm.

A wide range of sponsors still is top heavy with local merchants...especially on the independent stations.

The schedules below and on the following pages supplement the evening listings we published several weeks ago. Listings are up-to-date, but sponsors may have changed slightly since they were compiled the last week of October.

DAYTIME WEEKDAYS

9:30am	WNBT(4)	Johnny Andrews songs	Sustaining
	WABD(5)	Morning News	Sustaining
9:45	WNBT	Jo McCarthy cooking	Arnold Bakers, Best Foods, Morgan Jones, Diplomat Soup, Amer Steel Wool, S.W. Farber Co, Baker's Chocolate, Converted Rice, United Fruit, Florida Citrus Mission
	WABD	Morning Chapel	Sustaining

-continued, next page-

DAYTIME WEEKDAYS

10:00am	WNBT(4)	Kathi Norris, shopper	A&P, Spin Cleanser, Borden's Evaporated Milk & Starlac, Chuckles Candy, O'Cedar Mops, Re Umberto Olive Oil, Amer Maize Co, Drano & Windex, Yodora, Albolene, Gavymaster, Standard Brands, Maltex, Monarch Wines
	WABD(5)	Your TV Baby Sitter	Sustaining
	WOR (9)	Barbara Wells, service	Sustaining
10:30	WABD	Kitchen Fare	Estate Stove, Women's World TV, United Fruit, S&S Industrial Prods, Corning Glass
	WOR	Ruth Rowe, cooking	United Fruit
11:00	WCBS(2)	Facts & Forecasts, news	Sustaining
	WNBT	Date In Manhattan	Vitrex, Quaker Oats, So-lo Marx, Savarin, MacLevy Dance Studios
	WABD	Your TV Shopper	Celanese, So-lo Marx, Milrose "Rad" Cleanser, Vitrex, Monarch Wines, Gravymaster, A&P Bright Sail Prods, Rand Vacuum, Janes Art Studio, R&F Pinto, Zip-Fix
	WOR	Mr. & Mrs. Shopping	Sustaining
11:05	WCBS	About The House, service	United Fruit, Orenstein Jewelers, Personal Prods Co-ets
11:30	WABD	Your TV Shopper at A&S	Abraham & Strauss
	WJZ (7)	The Fitzgeralds, chatter	N.Y. Journal-American, Vick Chemical, Vita Foods, Anthracite Institution, White Hall Pharmacal, Hopper Clay Pack, McCreery, So-lo Marx, Cameo Curtains, Cue Publishing
	WOR	International Chef (M,F)	Sustaining
		The McCanns, chatter(T,W,T)	Conformal Shoes
11:45	WNBT	Up To Now, news	Sustaining
12 noon	WCBS	The Real McKay, variety	Vick Chemical, Bruce Cleaning Wax, Orenstein Jewelers
	WABD	Headline Clues, quiz	Sustaining
	WJZ	Kitchen Kapers	Best Foods, Fels-Naphtha, Tasty Toothpaste, Stahl-Meyer meat, Zippy Starch, Q-T Frosting
	WOR	John Wingate News	Sustaining
	WATV(13)	Early Bird Matinee	Serutan's RDX, HiV Orange Juice, Sedagel, S&S Slicer
12:15pm	WOR	Comedy Films	Sustaining
		Tiny Fairbanks (Thu)	Hairvac Sales
12:30	WABD	Rumpus Room-J. Olsen	Premier Foods
	WJZ	Market Melodies	Drano & Windex, Personal Products Co-ets, Wonder Bread, Red Cheek Apple Juice, Bruce Floor Cleaner, Biltrite Carriages, You-All Salad Dressing, Grand Union, B'klyn Union Gas, United Fruit, MacLevy Salons, Wise Potato Chips, Von Schroder Mfg, EZ Squeeze Mop, Stahl-Meyer Meats, Bernard Ulman Yarns, Oakite, So-lo Marx
	WOR	Luncheon At Sardi's	Ritz Thrift Shop, Manischewitz, Vick Chem, Sunshine Biscuits
12:40	WPIX(11)	Matinee Newsreel	Sustaining
12:50	WPIX	Matinee Movie	Sustaining
1:00	WABD	OKay Mother, interview	Phillips Toothpaste, Milk of Magnesia
	WOR	Meet Buddy Rogers	Whelans, United Cigar
	WATV	Saddle Bag Of Song	Serutan's RDX, Melrose "Rad" Cleanser

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1:30pm	WCBS(2)	Garry Moore, variety	Sustaining
	WABD(5)	Man On The Street	Sustaining
		Susan Adams' Kitchen(Thu)	Snow Crop Frozen Orange Juice & Coffee
	WOR (9)	Hollywood Matinee, film	Hometest Products
	WPIX(11)	Help Yourself (Fri)	Assoc Food Stores
	WATV(13)	Shop, Look & Cook	HC Brill Foods, HiV Orange Juice, Sapolio, Chambers Gas Ranges, Sunshine Biscuits, Savarin, United Fruit
1:45	WABD	Susan Raye Sings	Sustaining
2:00	WPIX	Ted Steele, variety	Bertell Garment Bags, MacLevy Salons, Toy Circus, Albern Hot Dog Roaster, Modern Sales, Acceptable Prods, Canadian Fur, O'Cedar Mops, Wiscon Pipes, Mystic Tape, Knabe Pianos, Radio Offers, Buy-of-the Month Aluminum Ware, Tiny Nonsense Story Books, Eagle Pitcher Storm Windows, Montauk Beach Resort Development, London Dock Tobacco, Canterbury Stores, Artistic Foundations, Humpty-Dumpty Toys, Dean Ross Piano Course, Crown Publ, V. Boro Candy, Yearbook Co, TV Guide, Cameo Curtains, Rill-O-Whip Shampoo, Melrose "Rad" Cleanser, S&S Slicer, So-lo Marx, Zip-Fix
2:30	WCBS	Robert Q's Matinee	Sustaining
	WJZ	TV Telephone Game	Swift Peanut Butter & Meats, Televue Film Projector Toy, Hollywood Bread
	WOR	Telefax News	News Flash Photo Service
2:45	WATV	Under Bam's Clock	L. Bamberger Co
3:00	WNBT(4)	Ransom Sherman	Sustaining
	WJZ	Zeke Manners, variety	Crosley Refrig, Victor 45's, Ruppert Beer Cossman Plastic Cowboys & Indians
	WATV	Homemaker's Guide	Miller & Dobrin Furniture, Par Cleanser, Kidde Fire Extinguisher, Smith Drug, Kota Storm Windows, Holiday Motors, Adonis Razor, Durkee-Mower Marshmallow Fluff, Brookdale Beverages, Melrose "Rad" Cleanser, Parson's Ammonia, O-Cel-O Mops, Union Mart DoNut Maker & Cookie Press
3:30	WCBS	Fashion Magic (M&F)	International Latex
		Meet Your Cover Girl (Tu,W)	Sustaining
		Betty Crocker (Thurs)	General Mills
	WNBT	Bert Parks (MWF)	General Foods
		Remember The Date(Tue,Thu)	Sustaining
4:00	WCBS	Homemaker's Exchange	Hot Point, SOS Scouring Pads, Wearever Aluminum, Lewyt Vacuum, Renuzit, Suchard, Purepak Containers, Knox Gelatine, United Fruit, Sunsweet Prunes, O&C French Fried Onion Rings, Swift Peanut Butter, Calif. Walnut Assoc, Owens-Corning Fiberglass
	WNBT	Kate Smith	Minute Maid, Amer Home Products
	WOR	Starlit Matinee	Mail Order Network
	WATV	Round Up Time	Union Mart DoNut Maker, Amer Limoges, Mail Order Network, Merit Greeting Cards, Ranger Joe Cereal, TV Guide
4:30	WCBS	Vanity Fair, interviews	Owen-Corning Glass
5:00	WCBS	Lucky Pup	Ipana, Sun Dial Shoes
	WNBT	NBC Comics	Sustaining
	WJZ	Lois & Looie	Sustaining
	WPIX	News of the Hour	Sustaining
	WATV	Junior Frolic	Leader Novelty Game, Mail Order Network, Ronzoni Macaroni, Weston Biscuit, Costa Ice Cream

DAYTIME WEEKDAYS

5:05pm	WPIX(11)	Bandwagon	Tigrette Enterprises Hopalong Cassidy Gun
5:15	WCBS(2)	UN General Assembly	Sustaining
	WNBT(4)	Panhandle Pete & Jennifer	Sustaining
	WABD(5)	Time For Reflection	Sustaining
	WJZ (7)	Space Patrol	Sustaining
5:25	WABD	Camera Headlines	Sustaining
5:30	WNBT	Howdy-Doody	Mars, Ovaltine, Colgate, Kellogg
	WABD	Serial Theater	Sustaining
	WOR (9)	Merry Mailman	Sustaining
	WPIX	Six Gun Playhouse	Pepsi-Cola, Paul Beich, Penick & Ford, Silvercup Bread
	WATV	Adventure Theater	Union Mart DoNut Maker, HiV Orange Juice, TV Guide, Helbrose Watch
6:00	WCBS	Chuck Wagon	Pard Dog Food, Tasty Toothpaste
	WNBT	Easy Does It	American Cigarette & Cigar, Sunshine Biscuit, Eclipse Sleep Prods, Pontiac, Cue
		Friendship Ranch (Thurs)	Burry Biscuits
	WOR	Foto-Test	Youngstown Dishwashers
	WATV	Feature Film	Prince Ranges, Holiday Motors, Canadian Fur, Marcelle Cosmetics, Pall Mall, Mail Order Network, Radio Offer, TV Guide
6:30	WCBS	Bob Howard	Pall Mall, Pard Dog Food, Ivory Flakes
	WNBT	Tex & Jinx	B'klyn Union Gas, Curtis Circ, General Baking
	WABD	Magic Cottage	Cocoa Marsh, Fritos
	WOR	Time For Beany	Quaker Oats, Aunt Jemima's Cake Mix, Bosco
	WPIX	Telepix Newsreel	Con Edison
6:45	WCBS	Space Cadet (M,W,F)	Kellogg Cereals
	WPIX	Jimmy Powers	Howard Clothes

DAYTIME SATURDAY

11:00am	WJZ	Saturday at the Zoo	Sustaining
11:30	WNBT	Rootie-Tootie Club	RCA-Victor, Bruno,NY
	WJZ	Acrobat Ranch	General Shoe
12 noon	WJZ	Chester the Pup	Mason Mints
12:15pm	WJZ	Aminal Clinic	Sustaining
12:30	WPIX	Matinee Movie	Radio Offers
	WATV	Western Feature	HiV Orange Juice, Tune-O-Graph
1:00	WABD	Notre Dame Football	NY Chevrolet Dealers
1:15	WNBT	Touchdown	Cortley Frozen Foods
1:30	WCBS	College Football	Esso
	WATV	Itlaian Cookery	Medaglia d'Oro Coffee, Santoro Macaroni, San Benito Wine
1:45	WJZ	College Football	Sustaining
	WNBT	Ivy League Football	Atlantic Refinery
2:00	WPIX	Football	Colgate
	WATV	Comedy Film	Sustaining
3:00	WATV	Feature Film	Radio Offer, Pard Dog Food, Holiday Motors
3:30	WOR	Starlit Matinee,film	Mail Order Network
4:00	WCBS	Football Wrap-Up	Guild Wine
	WATV	Round Up Time	Mail Order Network
5:00	WOR	Italian Film Feature	Madaglia d'Oro Coffee, Progresso Brands, Stella Dora
	WPIX	Bandwagon	Hopalong Cassidy Gun
	WATV	Junior Frolics	Costa Ice Cream, Charms, De Cozen Motors

DAYTIME SATURDAYS

5:30pm	WNBT(4)	Joe DiMaggio	Lionel Trains
	WPIX(11)	Six Gun Playhouse	Dr. Posner Shoes
5:45	WNBT	Wendy Barrie	Alsco Aluminum
6:00	WCBS(2)	Lucky Pup	Sustaining
	WNBT	Amer Forum of the Air	Sustaining
	WABD(5)	Frontier Theater	Tenderleaf Tea, TV Guide
	WATV(13)	Hollywood Playhouse	Marcelle Cosmetics, HiV Orange Juice, Pontiac, TV Guide
6:30	WCBS	The Big Top	Sustaining
	WNBT	Smil' Ed McConnell	Buster Brown Shoes
		or Pinky Lee	Sustaining
	WOR(9)	Western Film	Mail Order Network
	WPIX(11)	Telecade of Sports	Muriel Cigar
6:45	WABD	Railroad Film	A.C. Gilbert
	WPIX	Jimmy Powers	Howard Clothes

DAYTIME SUNDAYS

10am	WNBT	Children's Theater	Ideal Novelty Toy
10:10	WNBT	Red Barry Film Series	Sustaining
10:30	WNBT	Children's Hour	Horn & Hardart
11:30	WNBT	Magic Clown	Gold Medal Candy
11:45	WNBT	Jon Gnagy	Arthur Brown Art Supplies
12Noon	WNBT	News Review	Old Dutch Coffee
	WPIX	Film	Sustaining
	WATV	Early Bird Matinee	Union Mart DoNut Maker, HiV Orange Juice
12:15pm	WNBT	Rose Growing Club	Jackson Perkins Co.
12:30	WNBT	Who Said That	Sustaining
	WPIX	Van & The Genie	Asher Brothers
12:45	WPIX	Film	Sustaining
1pm	WNBT	UN Stamp Club	Sustaining
	WATV	Junior Carnival	Sustaining
1:15	WPIX	Story from the Book	Sustaining
1:30	WPIX	Telenews Weekly	Sustaining
1:45	WPIX	Matinee Movie	DMS Silverware
1:55	WJZ(7)	Pro Football	Sun Oil
2:00	WATV	Adventure Theater	Union Mart DoNut Maker, Sedagel
2:30	WABD	Sunday Matinee Film	Sustaining
2:45	WNBT	Hanson Baldwin News	Sustaining
	WATV	Music can be Fun	Holiday Motors
3:00	WNBT	Battle Report	Sustaining
	WPIX	Hollywood Quideo	Winston Appliance Stores
	WATV	Feature Film	Mail Order Network, Holiday Motors
3:30	WNBT	Eleanor Roosevelt	Sustaining
	WPIX	Four Star Theater	Sustaining
4pm	WCBS	Buffalo Billy	Fanny Farmer Candy
	WNBT	Meet The Press	Revere Copper & Brass
	WATV	Western Feature	Paul's Furniture, HiV Orange Juice
4:30	WCBS	Lamp Unto My Feet	Sustaining
	WNBT	Zoo Parade	Ken-L-Ration
5pm	WCBS	Capitol Cloakroom	Sustaining
	WNBT	Gabby Hayes	Quaker Oats
	WJZ	Super Circus	Canada Dry, Peters Shoes, M&M Candy
	WATV	Junior Carnival	Tune-O-Graph
5:15	WPIX	Voice Of The People	News Syndicate

[illegible]

[illegible]

Ross Reports ON TELEVISION PROGRAMMING

ED & PUB: Wallace A. Ross
RESEARCH: Emily Jordan

VOL. 2 NO. 8
SUPPLEMENT C

NOV 19-NOV 25, 1950

POSTSCRIPT TO THE ELECTION COVERAGE

Television's expert coverage of election returns during the recent off-year polling period served notice of the even more strategic role it will play in 1952's presidential election. At the same time, the networks and stations learned from their November 7th experience that TV involves even more complications than radio - with respect to clearing time, recapturing time from advertisers, and, especially, dealing with the problem of kinescopes that will be shown one to two weeks after the original program was aired.

The practice in radio broadcasting, whenever commercial time has had to be recaptured by networks for some special event, has been merely to refund the time expenditure to the advertiser, paying his talent costs whenever insufficient warning is given. Many contracts empower the networks to recapture up to a minute for some public service announcement. Generally, advertisers have been cooperative...even feeling that such things as news flashes enhanced the appeal of their program. One network estimates that during the past war it refunded between ½ million dollars and a million dollars yearly, with daytime soap operas taking a particular beating as to time sacrifices.

The problem posed by TV is basically that of editing the kinescopes of interrupted programs so that they make sense and/or fill the required time when shown on non-interconnected stations one to two weeks later. A network that is almost sold out with commercial shows also must plan its special event coverage so as to cut into that commercial time as little as possible.

NBC-TV tackled the recent election returns by inserting its flashes at the end of programs....ie: 20 seconds at the end of the Berle show and 1 minute at the end of the two succeeding half-hours. The Old Gold Amateur Hour gave up 3 minutes of live telecasting, but was able to pick up a complete kinescope on the closed circuit...as did Broadway Open House from 11-12midnight. From 12-2am, the network did a complete show on the national returns that was co-operatively sponsored in each city. The NBC-TV policy of just shooting flashes until late evening when returns were more conclusive paid off in NYC Hooperatings, which awarded WNBT top ranking over all AM and TV stations in the city. Testing between 9pm and 11pm on election night, Hooper gave the following overall ratings for the period: WNBT - 11.0; WOR(AM) - 6.0;

Continued on Pg 6

THIS ISSUE

** Next Week - A Survey of Children's Shows with a Review & a Preview

THIS WEEK -- DEBUTS, HIGHLIGHTS, CHANGES

Mon(20) - CBS(Ch 2) 11:20-11:55am Monday-Friday; DEBUT - The Margaret Arlen Show; on WCBS-TV only; Miss Arlen & Woody Klose in an interview & service program; Prod-Dir - Bill Allyn; (replaces "About The House").

NBC(Ch 4) 6:15-6:25pm Monday-Friday; DEBUT - Roy K. Marshall; on WNBT only; science discussion program; Sponsor - Local Ford Dealers; Agency - J. Walter Thompson; Director - Dwight Hemion NBC; (pre-empts 10 minutes of "Easy Does It" on Mon, Tue, Wed & Fri).

Thu(23) - ABC(Ch 7) 10-11:30am; HIGHLIGHT - Macy's Thanksgiving Day Parade; on WJZ-TV only; Bert Parks describing the Parade & interviewing such celebrities as Jimmy Durante, Margaret O'Brien, Boris Karloff; ABC Supervisor - Michael Roshkind.

CBS(Ch 2) 4:30-5pm; HIGHLIGHT - Edgar Bergen-Charlie McCarthy Show; from WCBS-TV to E&MW Nets; first of a series of holiday shows; with AM cast & guest Diana Lynn; Sponsor - Coca-Cola; Agency - D'Arcy; Producer - Edgar Bergen; Director - Arnold Wester for Jerry Fairbanks; filmed by Fairbanks in Hollywood.

5-6pm; HIGHLIGHT - Thanksgiving Day Festival; from WCBS-TV to E&MW Nets; MC Frank Knight, Symphonette & Choraliers directed by Eugene Lowell, baritone Hubert Hendric, violinist Oscar Schumsky; Sponsor - Longines-Wittnauer Watch; Agency - Victor A. Bennett; Prod-Dir - Alan Cartoun; Choreog - John Butler

DuM(Ch 5) 9:30-11pm for opener; thereafter 11:30-12:30pm; DEBUT - Once Upon A Tune; from WABD to E&MW Nets; musical revue with Holly Harris, Phil Hanna, Reginald Beane, Ed Holmes, Betty Reed, Dorothea MacFarland, Gordon Dilworth, Martin Sameth, Tyree Glenn, George Mele; Producer - Bob Loewi; Director - Dick Rose; TV Director - Barnaby Smith DuM; (replaces Starlit Time)

NBC(Ch 4) 12-3pm; HIGHLIGHT - The Rootie-Tootie Thanksgiving Party; on WNBT only; the Rootie-Tootie puppets & guests; Sponsors - RCA-Victor & Bruno, NY; Agency - Arnold Cohan; Producer - Alan Handley NBC; Director - Al Scott NBC; Script - Jeff Selden, Leonard Safir & Steve Carlin.

8:30-9pm; DEBUT - The Peter & Mary Show; from WNBT to E&MW Nets; situation comedy with Peter Lind Hayes, Mary Healy, Mary Wickes, Claude Stroud & guests (see Talent Showsheet); Sponsor - Bordon's Instant Coffee; Agency - Kenyon & Eckhardt; Producer - Allen Ducovny K&E; Director - Hank Bomberger NBC; Scripts - Jay Somers & Jack Harvey; Sets - Al Ostrander.

LAST WEEK'S ARRIVALS, CHANGES

DuM--It's In The Bag; 1:30-2 Thursdays on WABD only; Win Elliot in audience participation show; Producer - Package Shows, Inc; Director - Bill Seeman DuM.

Susan Adam's Kitchen; 2-2:15pm Thursdays on WABD only; changes time from 1:30-1:45.

CBS--The Frank Sinatra Show; 9-10pm Saturdays; picked up Sponsor - Bulova Watch 9-9:30 segment; Agency - Biow; Producer - Jack Donahue; Dir - John Peyser CBS.

[illegible] -- [illegible], [illegible], [illegible]

Monday - [illegible] (Co 9) 11:00-11:30am Monday-Friday; [illegible] - The Regular Army [illegible] on [illegible]-TV only; Miss Anton & Judy Dixon in an interview & service program; Prod-Dir - Bill Riley (before "Look Ahead").

Wed(Co 4) 6:00-6:30pm Monday-Friday; [illegible] - Joe E. Brown; [illegible] [illegible] [illegible] Agency - T. Walter Cunningham, Director - Patrick Dealon [illegible] (pre-empts 30 minutes of "Help Line TV" on Mon, Tue, Wed & Fri).

Tues(Co 7) 10-11:30am; [illegible] - Mary's Thanksgiving for Peace; on [illegible]-TV only, part time excluding the Parade & interviews [illegible] as Jimmy Toronto, Margaret O'Brien, Doris Dalcet; ABC Producer - Robert Dowling.

Wed(Co 6) 4:30-5pm; [illegible] - Peace Prayer-Charity Mission-Long Island; from [illegible]-TV to [illegible] Mon, first of a series of holiday shows; with [illegible] cast & guest Simon Lore; Producer - Doug-Dale; Assoc - D'Arcy; Producer - Edgar Berger; Director - Arnold Weber for Jerry Fairbanks; filmed in Fairbanks in Hollywood.

7-8pm; HIGHLIGHT - Dramatizing the Festival; from WCBS-TV at [illegible], NY Grand Ballroom, commemorating a Thanksgiving dinner by Dwight David; musicians Robert Merritt, violinist under [illegible]; Speaker - [illegible]; Director - Anthony - Tilden A. Bennett; Prod-Dir - Alex Barron; [illegible] - John Bailey.

Thu(Co 5) 2:30-3pm for [illegible]; [illegible] 1:30-2:30pm; [illegible] - Dave Lyon & Tube; from WABC to [illegible]; musical [illegible] with [illegible] [illegible], Bill Mann, Arnold Hamm, [illegible] Bell; [illegible] Jordan Marshfield, Gordon Bilyeu, Martin Sandy, [illegible] [illegible], George Daly; Producer - [illegible]; Director - [illegible] TV Director - [illegible] with CBS [illegible] [illegible]

Wed(Co 4) 4-5pm; [illegible] - The Doris-Doris Sandpiping Party; on [illegible] only; the Doris-Doris [illegible] & [illegible], [illegible] - [illegible] & [illegible], NY; Agency - Arnold Cohen; Producer - [illegible]; Director - [illegible] - [illegible]; [illegible] - Jeff [illegible], [illegible] Orris & Jerry Orrin.

8:30-9pm; [illegible] - The Peter & Mary Show; from WABC to [illegible] [illegible] [illegible] [illegible] Mary Smith, Mary Vidaq; [illegible] Sunset & guests Jean Talmy [illegible]; [illegible] - [illegible]'s [illegible], Carlos; Agency - [illegible] & [illegible]; Producer - [illegible] Alan [illegible]; Director - [illegible] - [illegible]; [illegible] - [illegible] & [illegible]; [illegible] - [illegible].

[illegible] [illegible], [illegible]

Mon - [illegible] in the Sun; 1:30-2 Tuesday on WCBS only; the Editor in [illegible] [illegible] [illegible] Producer - [illegible], Inc, Director - Bill [illegible].

[illegible] Friday; 7-7:30pm Monday on WCBS only; [illegible] [illegible]

Tue - The Frank [illegible] Show; 4-4pm Saturday; [illegible] - [illegible] WCBS [illegible]; Agency - Bixby; Producer - [illegible], Dir - John [illegible].

PROGRAM	NET	TIME	GUESTS
			SATURDAY NOVEMBER 18
Jack Carter	NBC	8-9pm	Bob Crosby; Luba Malina
Ken Murray	CBS	8-9pm	Anita Louise; Mary Boland; The Mills Bros Milton Berle; Arthur Lake; Chester Morris
Show of Shows	NBC	9-10:30pm	Veronica Lake, guest MC
Frank Sinatra	CBS	9-10pm	Jan Murray; Patricia Morrison
			SUNDAY NOVEMBER 19
Celebrity Time	CBS	10-10:30pm	Lou Little; Roberta Quinlan
Colgate Comedy Hour	NBC	8-9pm	Fred Allen MC; H. Allen Smith; Sheila Bond; Bill Tabbert, singer
Leave It To The Girls	NBC	7-7:30pm	Igor Cassini; Ann Rutherford
Philco Playhouse	NBC	9-10pm	I'm Still Alive - by Edward Hope; adapted by David Shaw; with Walter Brooke, Haila Stoddard, Howard Smith, Les Tremayne, Mary Welsh, Robert Malcolm, Joshua Shelley
Showtime, USA	ABC	7:30-8pm	Kay Thompson; Sir Cedric Hardwicke; Hank Ladd; Edward Everett Horton; Duke Ellington
This Is Show Business	CBS	7:30-8pm	Arlene Francis; Herb Shriner; Richard Tucker, opera star; Joan Diener, actress
Toast Of The Town	CBS	8-9pm	Victor Moore; Victor Borge; Sarah Vaughn; Jerome Hines; Bobby Winters, comedian; Johnny Alden, singer; Norma Kaiser & Arthur Partington, dancers
Paul Whiteman	ABC	7-7:30pm	Anne Jeffreys; Bibi Osterwald
			MONDAY NOVEMBER 20
At Home Show	CBS	11-11:15pm	Vincente Gomez, guitarist
Hollywood Screen Test	ABC	7:30-8pm	Tom Drake, lead; Barnet Biro & Yvonne Sherwood, tests
Lights Out	NBC	9-9:30pm	The Experiment - adapted by Hal C. Hackady from Nathaniel Hawthorne's "Dr. Heidegger's Experiment"; with Billie Burke, Gene Lockhart, Halliwell Hobbs, Doritt Kelton, Thomas Poston, Claire Kirby, Jack Ewing
Lux Video Theater	CBS	8-8:30pm	Goodnight Please - orig by James Daggett; with Franchot Tone, Claude Allister, Jan Sherwood, Ruth Altman, Erik Rhodes

PROGRAM	WHEN — CHANNEL	STORY
SATURDAY MORNING 10		
Jack Carson	NBC 8-9am	Bill Crosby; Dodd Mallow
Cal Murphy	CBS 8-9am	Julie London; Mary Roland; The Billy Jones Singing Group; Arthur Lake; Chester Morris
Zoo of Chaos	ABC 9-10:30am	Veronica Lake, guest MC
Travel Adventure	CBS 9-9:30am	Jim Murray; Australia Wrestling
SUNDAY MORNING 10		
Celebrity Time	CBS 10-10:30am	Lou Little; Wednesday Hobbies
Ozark Opera Hour	NBC 8-9am	Paul Lukas MC; R. Ellen Smith; Sheila Jones; Bill Tooney, singer
Here It Is the Judge	NBC 7-(?)pm	Igor Gorzevski; Ann Bondurant
Sailing Timehome	ABC 9-10am	Jim Gill; Julie [illegible] Ann Brown Gore; Jeanne [illegible] Smith; Sunset Gates; Ian Cameron; Gary Marx; [illegible]
Showtime USA	ABC 11:30-0am	Ray Bloomson; Jay Owen Jerrolds; Bob Lewis; Albert Tavell; Fiorini; Dave Allington; [illegible]
This Is Show Business	CBS 11:30-0am	Arthur Godfrey; Sam Donaldson; Jimmy [illegible]; Lou Gravy; Johnny [illegible]
Chest of the Film	CBS 8-9pm	[illegible]; Bob Hope; Lucy Ball; Jerome Dunn; Bobby Vinton; [illegible]
Jack Williams	ABC 1-2:30am	Jack Williams; Jim Gerrard
SUNDAY MORNING 11		
At Home Show	CBS 11-11:15am	Arthur Godfrey; Quintette
Hollywood Screen Test	ABC 1:30-0am	[illegible]; Bonnie Lynn & Frances Hollywood; [illegible]
Wanna Bet	NBC 9-9:30am	[illegible] Bob C. Bentley; Jack Barnes; Bernadette Ter. Bjornson's [illegible]; Jim Dillis Band; Jane Hollingsworth; Mollywood Moore, Dorothy Bailey; Jerome Sherry; Claire Corey, Jack Smith
Lux Video Theatre	CBS 8-9:30pm	Jack Lemmon - Kelly in Jane Doggett; [illegible]; Jeanette Jones, Jimmy Hollywood, Jan Sherman, Bob Arthur, Dick Wesson

PROGRAM	NET	TIME	GUESTS
MONDAY NOVEMBER 20 (Continued)			
Lucky Strike Theater	NBC	9:30-10:30	The Canterville Ghost - by Oscar Wilde; adapted by Joseph Ruscoll & Allan Surgal; with Margaret O'Brien, Cecil Parker, Alison Prescott, Maurice Manson, Valerie Cossart, Lex Richards, Byron Russell, Phoebe Mackey, Basil Howes
Mohawk Showroom	NBC	7:30-7:45	The Chieftans, vocal group
Kate Smith	NBC	4-5pm	Arthur Lake
Studio One	CBS	10-11pm	The Floor of Heaven - by Sylvia Chatfield Bates; adapted by Joseph Liss; with Glenn Langan, Florence Stanley, Mort Stevens, Conrad Bain, Barbara Pond, John Craven, June Dayton, Dennis Harrison, Elaine Crowley, Haskell Coffin, Ruth Sherwood
Talent Scouts	CBS	8:30-9pm	Sally O'Dair, singer; Arthur Cosenza, singer; Tony & Lilly Laas, piano duo; The Jersymen, quartet
Vanity Fair	CBS	4:30-5pm	Stan Free Trio
Voice Of Firestone	NBC	8:30-9pm	Jussi Bjoerling, tenor
TUESDAY NOVEMBER 21			
Armstrong Circle Theater	NBC	9:30-10pm	The Perfect Type - orig by J. Carver Olds; with Richard Derr, Augusta Dabney, Ruth Ford, Romney Brent, Barbara White
Danger	CBS	10-10:30pm	Borderline Of Fear - orig by Edward Mabley & Joanna Roos; with Iris Mann, Sally Chamberlin, Gene Lyons, Kurt Katch, Clem Fowler, Leopold Badia, Joe Bernard, Richard Snyder, Michael St. John, Lee Roberts
Eloise Salutes	DuM	7:30-7:45	Jimmy Cannon; Pat Harrington, singer-comic
Cavalcade Of Bands	DuM	9-10pm	Louis Prima; Mayo Bros, dancers; Jay Lawrence, satirist
Fireside Theater(film)	NBC	9-9:30pm	The Love of Mike - orig by Adele Commandini & Joseph Mischel; with Irene Vernon, Thomas Dillon, Anthony Caruso, Pat O'Moore, Mike Vallon, Mimmie Aguglia, Charlene Hardey
Little Show	NBC	7:30-7:45	Betty Brewer, singer
Billy Rose Show	ABC	9-9:30pm	If You Can Act -- Act! - adapted by Edward Chodorov from Ferenc Molnar's "Portrait of an Artist"; with Lee Tracy, Alfred Drake, Meg Mundy

PROGRAM	NET	TIME	GUESTS
TUESDAY NOVEMBER 21 (Continued)			
Prudential Playhouse	CBS	8-9pm	Three Men On A Horse - by George Abbott & John Cecil Holm; adapted by Holm; with Hiram Sherwood, Elliott Sullivan, Sally Gracie, Eva Marie Sainte, Michael Strong, Lou Gilbert, Cliff Hall
Kate Smith	NBC	4-5pm	Johnny Mack, dancer
Suspense	CBS	9:30-10pm	Justice Has Been Done - by Robert Louis Stevenson; adapted by Mary Orr & Reginald Denham; with Francis L. Sullivan, Ralph Clanton, Dick Frasier, James Doohon, Pat O'Malley, Pat Malone
Texaco Star Theater	NBC	8-9pm	Carmen Miranda; Pupi Campo; Durante & Mitchell, comedians
WEDNESDAY NOVEMBER 22			
Godfrey & Friends	CBS	8-9pm	Susan Reed; Frank Parker, singer
Kraft Theater	NBC	9-10pm	The Romantic Young Lady - by G. Martinez Sierra; adapted by R. Howard Lindsay; with Betty Caulfield, E.G. Marshall, Ethel Griffies, Eva Condon, Paul Lipson, Peter Fernandez, Richard Seff, Rita Gam, Gloria Stroock
Mohawk Showroom	NBC	7:30-7:45	Russ Severin, singer
Four Star Revue	NBC	8-9pm	Jack Carson, MC; Betty Kean, comedienne; Jack Norton, comedian; Honey Bros, comedy act; Jane Dulo & Billy Sands, singers
Kate Smith	NBC	4-5pm	Frank Marlow, comedian
Vanity Fair	CBS	4:30-5pm	Beulah Bondi; Harry Conover; Tom Two Arrows, Indian dancer
Somerset Maugham Theater	CBS	9-9:30pm	Lord Mountdrago - adapted by Theodore & Mathilde Ferro; with Arnold Moss, Luis Van Rooten, Joseph Anthony, Gene Lakely
The Web	CBS	9:30-10pm	The Amateur - by Will Oursler; adapted by Howard Rodman; with Murvyn Vye, Henry Barnard, Kathleen Comegys, Scott Landes, Lou Herbert, Jimmy Coots
THURSDAY NOVEMBER 23			
Kay Kyser Show	NBC	9-10pm	Carlos Ramirez, singer; Lou Wills, Jr, dancer; Honeydreamers, vocal group, Trena Reyes, flamenco dancer

[illegible] (continued)

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PROGRAM	NET	TIME	GUESTS
THURSDAY NOVEMBER 23 (Continued)			
Hayes-Healy Show	NBC	8:30-9pm	Basil Rathbone; Ouida Rathbone;
Nash Airflyte	CBS	10:30-11pm	The Doll In The Pink Silk Dress - by Leonard Merrick; adapted by Max Wilk; with Otto Kruger, Ann Rutherford, John Seymour, Sydna Scott, Jerome Thor
Kate Smith	NBC	4-5pm	Buddy Lester; The Hotshots, dancers
Stop The Music	ABC	8-9pm	Billie Burke
FRIDAY NOVEMBER 24			
Big Story	NBC	9:30-10pm	Evelyne Seibold, Ivan Cury, Edwin Bruce, Paul A. Lilly, Merle Albertson, Anita Grannis, David Anderson, John Boruff, Norman MacKaye, Charles Randell, Edwin Bruce, Joe Costa
Cavalcade of Stars	DuM	10-11pm	Micky Deems, comedian; Elsa & Waldo, dancers
Magnavox Theater (First of 2 Hal Roach, Jr films ending series)	CBS	9-10pm	The Three Musketeers - by Alexander Dumas; adapted by Ray Hamilton; withRobert Clarke, Lyn Thomas, Mel Archer, John Hubbard, Keith Richards, Kristine Miller, Paul Cavanaugh, Marjorie Lord, Don Beddoe, Charles Lang, Peter Mamacos, James Craven
Pulitzer Playhouse	ABC	9-10pm	The End Game - by J.P. Marquand; adapted by Milton Geiger; with Kent Smith, Barry Nelson, Richard Derr, Mary Sinclair, Richard Bishop, William Lee, Phyllis Povah
Kate Smith	NBC	4-5pm	Jeanne Mitchell, violinist; Noonan & Marshall, comedy team
Star In The Family	CBS	10-10:30pm	Polyna Stoska, soprano; Herb Shriner; Georgie Tapps, dancer
Penthouse Party	ABC	10-10:30pm	Richard Rodgers; Bob Scheerer, dancer; Anita Ellis, singer

ELECTION POSTSCRIPT (Continued)

WCBS-TV - 6.0; WNBC(AM) - 3.7; WABD(TV) - 3.7; WCBS(AM) - 3.2; WJZ-TV - 2.5; WPIX(TV) - 2.3; WJZ(AM) - 1.7; WOR-TV - 1.3; WATV - 1.3; WNEW(AM) - 1.1; WQXR(AM) - 0.6; Others - 2.1.....NBC followed the same thesis - that of cashing in on highly-rated programs during the conventions when it came on with its analysis just after Milton Berle. CBS-TV, quite satisfied with its visual coverage, is looking to the time when it can bring in live reports from a number of sections of the country. Last election night, it turned over Doug Edwards' 7:30pm news period to election returns and recaptured the 10:30pm to midnight local time for a sponsored election coverage(Longines). Such an opportunity is rare - because it would be defficult to get a network sponsor to surrender time to another sponsor. Local independent stations of course have less of a problem & can devote more time to such coverage.

PROGRAM	DAY	TIME	CONTENTS
THURSDAY EVENING (Continued)			
Large-Body Show	ABC	8:30-9pm	Small Problems; Odds Bodkins;
Game Matches	CBS	10:30-11pm	The Doll in the Pink Silk Dress - by Leonard Sheridan; adapted by Ann Wills; also Cora Dunham, Ann Sutherland, Jean Gordon, Julie Scott, Joyce Tate
Kate Smith	NBC	8-9pm	Sandy Lawrence; The Detectives, dancers
Star The Night	ABC	8-9pm	Lilli Palmer
FRIDAY MORNING			
Sky Story	NBC	9:30-10am	Barbara Bellowin, Ivan Cary, Edwin Green, Paul A. Lilly, Merle Albertson, Anne Sheridan, David Donnegan, Joan Bennett, Byron Sachs, Charles Randall, Owen Davis, Jane Cross
Capitols of State	CBS	9-9:15am	Molly Dean, commentator; Kim & Nadia, dancers
Morning Theater	CBS	9-10am	The Three Musketeers - by Alexandre Dumas; adapted by Ann Wallings; with Robert Clarke, Lyn Thomas, Phil Warner, John Rankin, Doris Gleason, Eric Snow, Jane Miller, Paul Carnegie, Virginia Lord, Don Hewitt, Charles Lang, Peter Hanson, Jack Green (Plays of 2 Bad Boys, by Crane Wilbur-Anne Wilbur)
Fulton Lewis	ABC	9-10am	The Big Lie - by J.D. Marshall; adapted by Milton Geiger; with Ann Smith, Peter Malone, Michael Dorr, Mary Sinclair, Richard Bishop, William Lee, Phyllis Lord
Bob Smith	NBC	9-9:30am	Donna Mitchell, violinist; Jerome & Harshall, comedy team
Star In The Morning	CBS	10-10:30am	Polyne Stone, soprano; Ben Cantwell; Georgia Tapp, dancer
Tomorrow Party	ABC	10-10:30am	Richard Hodgson, Bob Gilbert, Anne Sills, singer
AFTERNOON PROGRAMS (Continued)			

NCBS-CT - 5.5; WTMJ(AM) - 3.7; WAUP(TV) - 3.7; WCBS(AM) - 3.6; WTC-TV - 3.5; WTIX(TV) - 3.1; WOR(AM) - 1.7; WOR-TV - 1.3; WABC(AM) - 1.1; WNBC(AM) - 0.9; Others - 2.1.....ABC followed the same theme - that of cashing in on celebrity-owned programs during the commercials when it came on with its analysis just after Milton Berle. CBS-TV, quite satisfied with its visual entertainer, is looking to the time when she is ready to come back in live reports from a number of locations of the country. Last election night, it turned over Doug Edwards' 7:30pm news period to admiral Byrnes and transferred the 10:30pm to midnight local time for a sponsored election coverage(incidentally, does an opportunity to see - because it would be difficult to put a network wonder on anywhere else in another sponsor. Local independent stations of course have lots of a problem & can devote more time to such coverage.

HERB SWOPE JR. HOLDS NBC-TV REINS

ON A UNIQUE PAIR OF TOP-RATED, LOW-BUDGET SHOWS

"Lights Out" & "The Clock" make for a 7-day Production Week!

For Herbert Bayard Swope Jr. life these days revolves on a 7-day turntable. His dreams - during short snatches of sleep - undoubtedly are crowded with a blend of flickering candles and assorted clocks; his waking moments are similarly dedicated to the cause of television and radio -- Emerson Television & Radio and Admiral Television & Radio, that is.

NBC-TV's programming department came up with a winner when they transposed the successful radio stanzas, "Lights Out" & "The Clock", into a two-show TV parlay a year and a half ago. Today, parallel success stories have been hitched up to a tandem, with producer Herb Swope holding the reins. "Lights Out" - holding down the 9-9:30pm Monday time slot for Admiral - was rated at 45.8 for the last two weeks in September by Nielsen (5th among all shows). "The Clock" - 9:30-10pm on alternate Fridays for Emerson - was rated at 30.1 (against "Ford Theater's 27.6 at the same time). Both productions are delivered to the sponsor at under $7500 a week.

Our chart on the following page offers a concise comparison of the two shows. There's a story in the similarity of their operation. An even better one is the tale of how Herb Swope and the two directors - Larry Schwab ("Lights Out") & Grey Lockwood ("The Clock") spend their week. Since both programs are NBC-TV packages, all production other than the commercials comes into their province. Swope brings to that assignment an affable competence that has been conditioned by a healthy chunk of theatrical and television experience. A former drama critic for the "Daily Princetonian", he later operated a summer theater while a CBS publicist. After a wartime navy hitch, he joined CBS'embryonic TV operation and succeeded in winning the Variety director award for his remote coverage....including the first-to-be-televised Dodger vs Yankee baseball games in the Spring of 1947. He's been an NBC-TV staffer since last January, and can point to a number of other production credits - including the Cities Service "Band of America" and "The Black Robe".

Swope's approach to both his shows is governed by several strong convictions: 1. Necessity for unity of theme - to give meaning and direction to all the elements of a drama...especially in view of TV's time quotient. 2. Development of characters so that the viewers know at least one of them intimately at the end of a show. 3. Need for at least one "good guy" for the viewers to root for and identify themselves with -- more so even than theater, since TV's people come into the home. 4. Further development of specialized TV lighting, scenic and camera techniques..... 5. Adherence to a sense of social responsibility - to offend no segment of the population through bad taste or implausibility. He's been executing these principles on "The Clock" since January of this year, on "Lights Out" since March....with a full schedule of rehearsals, casting, and planning meetings something like this:

TUESDAY - Casting The Clock for the following week.
WEDNESDAY - Clock production meeting in pm; Lights Out read through, blocking(Schwab)
THURSDAY - Production meeting, casting for Lights Out 1½ weeks off, more blocking
FRIDAY - Camera blocking Lights Out...evening recording playback for cast (Schwab)
SATURDAY - Rehearsal for Lights Out...reading for The Clock next Friday (Lockwood)
SUNDAY - Lights Out rehearsal with Technical Director & Commercials Director present
MONDAY - Rehearsal, dress rehearsal & Lights Out show; Clock rehearsal by Lockwood
TUESDAY - Clock rehearsal and camera blocking by Lockwood
WEDNESDAY - Clock rehearsal...read through & blocking for Lights Out next Monday
THURSDAY - Clock rehearsal...Production meeting, casting for Lights Out 1½ weeks off
FRIDAY - Rehearsal, dress rehearsal & show for The Clock; recording session for LO.

Both shows are done from Studio 2A at Fifth Avenue & 106th Street, but Clock rehearsals are at the Paramount Ballroom, 138 West 43 Street and Lights Out uses both Nola Studios & the Woodstock Hotel, 127 West 43 Street.

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	"LIGHTS OUT"	"THE CLOCK"
TELECAST	9-9:30pm Mondays on NBC-TV	9:30-10pm alternate Fridays on NBC-TV
SPONSOR	Admiral Household Appliances	Emerson Radio & Television Corp.
AGENCY	Kudner Advertising	Foote, Cone & Belding
COVERAGE	Live to 31 stations, 16 by kine	Live to 20 stations, 11 by kinescope
CREDITS	Producer - Herbert Swope, Jr. Director - Lawrence Schwab, Jr. Asst - Marylin Evans; Agency Super - Peter Finney; Techn'l Dir - H.L.Folkerts; Floor Mgr - Frank Jacoby; Sound Eff - John Powers; Music - Arlo (organ); Sets - Perry Watkins; Costumes - Elizabeth Gillelan; Script Ed - H. Philip Minis.	Producer - Herbert Swope, Jr; Director - Grey Lockwood; Asst - Mary Richardson; Agency Super - George Wolf; Script Ed - Philip Minis; Techn'l Dir - Stoddard Dentz; Floor Mgr - Frank Jacoby; Ltg - Walter O'Meara; Sound Eff - Sam Monroe; Music Ed - Phoebe Crosby (records); Sets - Elmer Tag; Costumes - Elizabeth Gillelan.
THEME	Broadly supernatural...phenomena unexplainable in terms of science, but with a solution satisfying both the scientific and the credulous.	Originally a psychological thriller... now a more broad scope, even a farce.. but always motivated by drama and keyed to the influence of time as expressed through integrated timepieces.
FORMAT	Fearsome Frank Gallop introduces and closes the stories in eerie fashion(candle business)	Continuity of time is stressed through use of The Clock as the narrator..with metronome ticking in the background.
REHEARSE	About 30 hours in all per show	About 30 hours in all per show
ORIGIN	Studio 2A at 106th St & 5th Ave	Studio 2A at 106th St & 5th Ave
CAST	Star policy since return this Fall, with one name per show.	No stars - solid feature players
SCRIPTS	Originally adapted scripts from the radio series; now pays $300 to $400 for originals & $200 up for adaptations.	Same story - Minis is script editor for both shows & he screens scripts before they reach Swope. Agency approval is needed on both shows.
PRODUCTION	Show goes in for trick effects, like breakaway sets, superimposition, close-ups, levitation...experimental.	Show tries to use conventional tricks of the trade in an ingenious way. Sets are clever (usually 3) and integration of unusual clocks lends a mystic quality.
COMM'LS	Wherever necessary to sustain continuity of mood, middle commercials are omitted. Gallop does the leadin to what is normally a live demonstration of various Admiral home appliances	Sponsor has developed a tie-in slogan: "Every 5 seconds someone buys an Emerson" Middle spot is generally a conversation between announcer Ray Morgan and voice for an Emerson model. Sponsor pushes small radios & large TV sets by number.
HISTORY	Show debuted in July 1949 & was picked up by Admiral the following winter....sponsor dropped it over the summer; recently announced another renewal, altho planning an ad agency change.	Show debuted in May 1949 & was originally picked up by Lever Bros. Emerson took over last Spring on an alternate week basis with Pall Mall's "Big Story"..... Emerson("Toast of Town") & Admiral(Bway Revue) both dropped variety shows in '49
RATING	Sept Nielsen 45.8(5th); Oct ARB 27.4; Oct Multi-Mkt Pulse 21.3 as against 27.2 last May.	Sept Nielsen 30.1(vs Ford's 27.6); Oct ARB 16.8 (Ford 13.7); in the 2nd half-hr of a tough time slot...May Pulse 21.2
COST	Production around $6500 weekly	Production $5500-6500 per show

Ross Reports

ON TELEVISION PROGRAMMING

ED & PUB: Wallace A. Ross VOL. 2 NO. 8 NOV 26-DEC 2, 1950
RESEARCH: Emily Jordan SUPPLEMENT D

SURVEY OF CHILDREN'S SHOWS

POINTS UP CURRENT SPONSORS, TYPES, COSTS, RATINGS, TRENDS

Advertising to kids pays off.... in any medium. Radio and newspaper comic sections have long since proved that. And television - although only a youth itself - already has given indication that it does result in sales. Success stories vouch for the fact that kids who shop with their mothers make their preference a strong one, especially after having seen a box design on television.

This survey reflects the degree of attention being given to children's programs - with respect to types, sponsors, ratings, costs and trends. Both the network and the local situation are examined. Important conclusion in both cases is that telecasters are well aware of the child - both as a market for advertised goods and as a force for buying a TV set for the family. Their method of advertising to & programming for children is unfortunately the subject of an open debate these days. This survey has been restricted to an objective treatment of kids' programming, such as it is, at the present time.

NETWORK & LOCAL SCHEDULES

Most network and local programming is centered about the traditional 5-7pm weekday time, supplemented by Saturday mornings and afternoons and Sunday afternoons. In New York, WNBT is the only station with a Sunday morning schedule, completely devoted to children's programs and including its familiar Children's Hour. All of New York's kid shows are listed - by station - on Page 13. A spot check of other stations can be found on Page 14. New York's seven stations, however, were programming a total of 76½ hours of kid shows per week at the beginning of November (see Chart on Page 11 for breakdown by station and type.)

Network programming of children's shows is extensive only on NBC-TV, however, which sends "Howdy Doody" to 39 stations live & 6 by kine; "Kukla, Fran & Ollie" to 34 live & 21 kine; "Joe DiMaggio" to 30 live & 10 kine; "Gabby Hayes" to 25 live and 16 kine; "Zoo Parade" to 20 live & 16 kine; "Panhandle Pete & Jennifer" to 22 live & 3 kine; "NBC Comics" to 19 live & 1 kine; & "Hopalong Cassidy" which is sen by cable to 7 stations & by individual prints to 17 others. ABC-TV has its "Super Circus" on 21 stations live & 17 by kine. DuMont's "Captain Video" is seen live on 1 stations & by kine on 6. CBS-TV has "Mr. I. Magination" on 10 live & 6 kine; "Space Cadet" on 3 live & 4 kine; "Lucky Pup" on 7 live & 1 kine; "Big Top" on 6 live.

Continued Page 7

THIS WEEK--DEBUTS, HIGHLIGHTS, CHANGES

Sun(26) - NBC(Ch 4) 8-9pm; DEBUT - The Bob Hope Show; from WNBT to E&MW Nets; fifth rotating comedian on the "Comedy Hour"; Hope and members of his Korean troupe (see Talent Showsheet); Sponsor - Frigidaire; Agency - Foote, Cone & Belding; Prod'n Supervisor - Robert Sarnoff; Assoc Prod'n Supervisor - Robert Masson; Producer - Danny Dare; TV Director - Hal Keith; Sets - Richard Senie; Costumes - Frank Thompson; all NBC.

Tue(28) - NBC(Ch 4) 3-4pm; HIGHLIGHT - International Livestock Exposition; from WNBQ Chicago to E&MW Nets; Everett Mitchell, commentator; pre-empts "Ransom Sherman Show" & "Remember This Date" for this day only.

Wed(29) - CBS(Ch 2) 10-10:45pm; HIGHLIGHT - Joe Louis - Cesar Brion Heavyweight Bout; from WCBS-TV to E&MW Nets; Ted Husing giving blow-by-blow; Sponsor - Pabst Beer; Agency - Warwick & Legler; Director-Judson Bailey CBS.

LAST WEEK'S ARRIVALS, CHANGES

DuM--New WABD daytime schedule: 9:15-9:30am - Morning Chapel; 9:30-10am - Your Television Shopper; 10-10:15am - Your Television Baby Sitter; 10:15-10:30am - Mid Morning News; 10:30-11am TV Department Store; 11-11:30 - Kitchen Fare; 11:30-12N Mon, Wed, Fri - Shopping Time At A&S; Tue, Thu - Your TV Shopper.

10:30-11am Monday-Friday; TV Department Store; on WABD only; each day takes viewers into a different department of store "managed" by Terry O'Sullivan & Pat Neighbors, who demonstrate & discuss merchandise; Sponsor - TV Department Stores, Inc; Agency - William H. Weintraub; Producer-Director - Thomas DeHuff, Weintraub. (Sponsor is a mail-order house selling name brand merchandise)

NBC--12-1pm Monday-Friday; Kathi Norris Show; changes time from 10-11am.
1-1:30pm Monday-Friday; Josephine McCarthy Show; changes time from 9:30-10:30am.
Network has cancelled morning programming; 12-1:30 time was previously dark.

FUTURES

Dec 3 The Ranger Joe Show; 12-12:15pm Sundays from WFIL-TV Philadelphia to E&MW ABC Nets; children's western variety; Sponsor - Ranger Joe Cereal; Agency - Lamb & Keen; Agency Supervisor - Thomas G. Brennan, Jr.

Dec 4 The First Hundred Years; 2:30-2:45pm Monday-Friday; TV soap opera with Jimmy Lydon, Olive Stacey, Nana Bryant, Robert Armstrong; Sponsor - Procter & Gamble for Tide; Agency - Benton & Bowles; Producer - Hoyt Allen; Director - Everett G. Gammon; Settings - William Vallee (all B&B); Scripts - Jean Holloway; from WCBS-TV to E&MW Nets.

Dec 17 NBC Operas; 3-4pm Sunday; first presentation will be Bizet's Carmen with Vera Brynner, David Poleri, Andrew Gainey; Music & Art Director - Peter Herman Adler; Production Supervisor - Samuel Chotzinoff; Director - Charles Polacheck; Assistant Director to Adler - Herbert Grossman; WNBT to E&MW Nets.

Dec 22 Charley Wild, Private Detective; 9-9:30 alternate Fridays; from WCBS-TV to E&MW Nets; George Petrie in title role; Sponsor - Wildroot Co; Agency - BBD&O; Packager - Regis Radio Corporation (1 East 48th St)

PROGRAM	NET	TIME	GUESTS
SATURDAY NOVEMBER 25			
Jack Carter	NBC	8-9pm	Fran Warren; Albert Dekker
Ken Murray	CBS	8-9pm	Dane Clark; George Copeland, pianist; Francis Brunn, juggler
Show Of Shows	NBC	9-10:30pm	Henry Morgan, guest MC
Frank Sinatra	CBS	9-10pm	Sarah Vaughan; Johnny Coy, dancer
SUNDAY NOVEMBER 26			
Celebrity Time	CBS	10-10:30pm	Peggy Wood; Buster Keaton
Comedy Hour Bob Hope MC	NBC	8-9pm	Marilyn Maxwell; Jimmy Wakely, sirger; Les Brown's Orch; High Hatters, dancers
Leave It To The Girls	NBC	7-7:30pm	Ken Murray; Nancy Kelly
Philco Playhouse	NBC	9-10pm	Torch For A Dark Journey - by Lionel Shapiro; adapted by Max Wilk & Shapiro; with Felicia Montealegro, Bramwell Fletcher, Loring Smith, Richard Webb
Showtime, USA	ABC	7:30-8pm	Douglas Fairbanks, Jr; Patricia Morison; Jackie Gleason; Claude Stroud; Peggy Wood; Leonora Corbett
This Is Show Business	CBS	7:30-8pm	Gladys Swarthout; Faye Emerson; Phil Foster, comedian; Teddy Hale, dancer
Toast Of The Town	CBS	8-9pm	Hazel Scott; Nancy Walker; Theresa Brewer; Rudolf Friml; Eddie Mayehoff; Leonard Warren, baritone; Pat Flick, comedian
Paul Whiteman	ABC	7-7:30pm	Mildred Bailey; Jane Froman
MONDAY NOVEMBER 27			
At Home Show	CBS	11-11:15pm	Gloria Marlowe, singer
Broadway Open House	NBC	11-12M	Mickey Deems; George Connally, comedian
Hollywood Screen Test	ABC	7:30-8pm	Donald Woods, lead; Jan Sherwood & James Daly, tests
Lights Out	NBC	9-9:30pm	The Mule-Man - orig by George Lefferts; with Charles Korvin, Peter Capell, James O'Neill, Melba Rae, Remo Pisani
Lux Video Theater	CBS	8-8:30pm	The Token - by Joseph Hergesheimer; adapted by Robert Cenedella; with Wanda Hendrix, Dean Harens, June Dayton, John Stephen, Ruth Hammond, Dan Morgan

Program	Ch. Time	Cast
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PROGRAM	NET	TIME	GUESTS
MONDAY NOVEMBER 27 (Continued)			
Mohawk Showroom	NBC	7:30-7:45pm	Billy Williams Quartet
Musical Comedy Time	NBC	9:30-10:30	The Merry Widow - by Franz Lehar; adapted by Alexander Kirkland; with Irra Petina, Wilbur Evans, Melville Cooper, Leroy Operti, Virginia Gilmore, Louba Rudenko, Fran Keegan, Beth Douglas, Henry Calvin, Byron Russell, Erik Rhodes, David Orrick, Paul Best, Lewis Bolyard, Lee McElroy
Kate Smith	NBC	4-5pm	Paulette Sisters, singers
Studio One	CBS	10-11pm	Shadow Of A Man - by May Sarton; adapted by Sumner Locke Elliott; with Ilona Massey, John Van Dreelen, Berry Kroeger, Lydia Clarke, Judson Laire, Joan Wetmore, Lottie Stavisky, Dorothy Blackburn
Talent Scouts	CBS	8:30-9pm	Mildred Ellor, singer; David Garen, singer; Dick Allyn, singer; Collegiatones, quartet
Voice of Firestone	NBC	8:30-9pm	Patrice Munsel, soprano
TUESDAY NOVEMBER 28			
Armstrong Circle Theater	NBC	9:30-10pm	Anything But Love - orig by Bob Duncan; with Julie Haydon, Karl Malden, Jean Casto, Charles Merrick, William Free, Edward Bushman, Sandy Sanders, Maurice Burke
Cavalcade of Bands	DuM	9-10pm	Ray Anthony; George De Witt, comedian; The Lunds, dancers; 3 Rockets, dancers
Danger	CBS	10-10:30pm	The Taste Of Ashes - by Joan Ware; adapted by Elaine Ryan; with Rod Steiger, Mary Patton, Joseph Anthony, Sydna Scott, Mario Gallo
Eloise Salutes	DuM	7:30-7:45	Edward Everett Horton
Fireside Theater	NBC	9-9:30pm	Three Strangers - by Thomas Hardy; adapted by Josef Mischel; with Gloria Clancy, Kay Lee, John Call, Grant Calhoun, Myron Healy, Dick Elliot, Jack Daly, Dabbs Greer, Bob Cavendish
Little Show	NBC	7:30-7:45	Marla Stevens, singer
Billy Rose Show	ABC	9-9:30pm	The Benefit Of The Doubt - adapted by Edward Chodorov; with Walter Hampden, Leo G. Carroll, Romney Brent
Kate Smith	NBC	4-5pm	Anita Louise; Oleg Cassini

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PROGRAM	NET	TIME	GUESTS
		TUESDAY NOVEMBER 28 (Continued)	
Sure As Fate	CBS	8-9pm	The Dancing Doll - orig by Margaret Lewerth; with Francis L. Sullivan, Arlene Francis, John Newland, Haila Stoddard, James Nolan, Constance Moorehead, Elaine Ellis, Lulabelle Clark, Curtis Wheeling, Frances Waller, Delmar Neutzman
Suspense	CBS	9:30-10pm	The Hands Of Mr. Ottermole - by Thomas Burke; adapted by Frank Gabrielson; with Lawrence Fletcher, Robert Emhardt, Royal Dano, Treva Frazee, Ruth McDevott, Truman Smith, Frank Campanella
Texaco Star Theater	NBC	8-9pm	Frank Sinatra; Lon Chaney, Jr; Georgia Gibbs
		WEDNESDAY NOVEMBER 29	
Broadway Open House	NBC	11-12M	Wally Cox
Godfrey & Friends	CBS	8-9pm	The Potato Bugs, okarina players
Kraft Theater	NBC	9-10pm	Windows - by John Galsworthy; adapted by R. Howard Lindsay; with Valerie Cossart, Mercer McLeod, Lex Richards, Joyce Sullivan, Rex O'Malley, Gravia O'Malley, Earl Hammond, Edward Harvey
Four Star Revue Jimmy Durante MC			Eddie Jackson; Jack Roth; Helen Traubel; Candy Candido, novelty singer; Jules Buffano, pianist; Shaw & Lee, comedians; George Moore, juggler
Somerset Maugham Theater	CBS	9-9:30pm	String Of Beads - Adapted by Donald Ettlinger; with Gwen Anderson, Tonio Selwart, John Van Dreelen, Mark Stone, Booth Coleman, Anna Lee, Diane DeBret
The Web	CBS	9:30-10pm	The Creeper - written & adapted by Joseph Ruscoll; with Mary K. Wells, Herbert Nelson, Gene Lyons, Natalie Priest, Sam Gilman, Heyward Broun, Jr, Leonard Bell, Joe Mantell
		THURSDAY NOVEMBER 30	
Kay Kyser	NBC	9-10pm	Hoagy Carmichael
Little Show	NBC	7:30-7:45	Jean Bartell
Kate Smith	NBC	4-5pm	Ross Harvey, dancer
Alan Young	CBS	9-9:30pm	June Havoc

PROGRAM	NET	TIME	GUESTS
			THURSDAY NOVEMBER 30 (Continued)
Nash Airflyte Theater	CBS	10:30-11pm	Trial By Jury - by Gilbert & Sullivan; adapted by Ellis Marcus & Guido Vandt; with Patricia Morison, Ralph Riggs, Stanley Carlson, Neil Fitzgerald, John Maire
Starlight Theater	CBS	8-8:30pm	Before You Came Along - by Thomas Bell; adapted by Norman Rosten; with Wendy Barrie, Frank Albertson, Barbara Baxley, Rudy Bond, Harry Davis, Bobby Nick
			FRIDAY DECEMBER 1
Cavalcade Of Stars	DuM	10-11pm	Nadine Conner, opera star; Guy Raymond, comedian
The Clock	NBC	9:30-10pm	The Old Woman - orig by Ira Levin; with Ethel Griffies, John D. Seymour & others.
Ford Theater	CBS	9-10pm	Another Darling - by Zoe Aikins; adapted by Nancy Moore; with Barbara Robbins, Pat Crowley, Grant Gordon, Richard Dana, Francis Bethancourt, Jack Ewing, J. Y. Yen, Robert Horton, Arthur Walsh
Mohawk Showroom	NBC	7:30-7:45	Ted Steele
Pulitzer Playhouse	ABC	9-10pm	Our Town - by Thornton Wilder; adapted by Irving Elman; with Edward Arnold, Elizabeth Patterson, Charles Dingle, Una O'Conner, Don McKee, Dorothy Peterson, Laura Weber, Biff McGuire, Jackie Dimond
Kate Smith	NBC	4-5pm	Dorothy Douglas, comedian
Star In The Family	CBS	10-10:30pm	Dick Haymes; Andre, Andree, & Bonnie; dancers
Versatile Varieties	NBC	9-9:30pm	Barbara Britton, actress; Saul Grauman, dancer; Kuda Bux

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This Talent Showsheet is prepared on Fridays. We accept information as to programs and casts up until Friday noon. We print information on Saturday & Sunday shows "just for the record", so that you will know who appeared even though you may not see the show. Where we don't carry information on programs, it is because they were unable to supply information by our deadline.

Next week, our issue will feature a list of all programs that accept guests of any type -- dramatic, personality, panel, comedy, etc.

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TV'S KID SHOWS ATTRACT BIG SPONSORS

New York's seven television stations have more network sponsors for their children's shows than they have local ones. At mid-November, there were 35 network sponsors of kid programs - 14 food & drink, 8 candy, 6 shoe and 7 miscellaneous. Their number includes such big national advertisers as: General Foods, General Mills, Kelloggs, Quaker Oats, Ovaltine, Sealtest, Wrigley, Nestle, Colgate, Bristol-Myers and the like. (See Page 10)

Locally, New York City had 28 advertisers on kid shows, many of them participating. All but 7 of these bought time on the independent stations, WATV,WPIX, and WOR-TV....with the network outlets primarily filled by network shows. (Page 11) Among the sponsors is the A.C. Gilbert Company, which has its "American Flyer Boys' Railroad Club" on 60 stations in the spot market for a pre-Christmas campaign. Its competitor, Lionel, is sponsoring "The Joe DiMaggio Show" over 40 stations on NBC-TV.

A spot check of independent stations throughout the country revealed an amazingly low percentage of local kid shows, with most stations relying on sponsored network programming plus western films.

PROGRAM TYPES

A recent cartoon by Webster in the NY Herald-Tribune caricatured current children's programming by showing a mother balancing her baby on her knee before a video screen. "As soon as naughty mans drills other mans, baby go beddie-bye", she is saying.

Actually, of the 76½ hours weekly devoted to kids' programs in New York City, some 22 & 3/4 hours are filled by Western Films; 14 & 3/4 hours, by the "Uncle Don" type of general kid show held together by a personality (ie. Bob Smith, Bob Emery); 12½ hours, by live or film Adventure Series; 7¼ hours, by pure Puppet Shows; 5 3/4 hrs by Comics or Film Cartoons; 4 3/4 hours, by Dramatized Stories; 3¼ hours by Pet, Sports, Magic or Educational programs; 3 hours by Circus or Variety programs; & 1½ hours by Talent Shows.

A representative list of the popular programs by type looks like this:

Western	Adventure	General	Puppet	Variety
Gene Autry CBS	Buck Rogers ABC	Howdy Doody NBC	Lucky Pup CBS	Super Circus
Gabby Hayes NBC	Space Patrol ABC	Small Fry DuM	Kukla F&O NBC	Acrobat Rnch
Hopalong NBC	Dick Tracy (film)	Cactus Jim NBC	Tm..Beanie(spt)	both ABC
Lone Ranger ABC	Space Cadet CBS	Pdl Pete NBC	Buffalo Billy	Big Top CBS
Cisco Kid Spot	Capt Video DuM	Magic Cottge DuM		Zoo Parade NBC
6-Gun Playhouse	Red Barry (film)			
Chuck Wagon CBS	Don Winslow (film)			
Frontier Th ater	Ace Drummond(film)			
(last 3 represent station titles for western features.)	Renfrew...Mtd(film)			

** TV has most often been caricatured by its western films, its puppets, wrestlers & private eyes. All four seem to have both a child and an adult appeal. If TV has revived the ancient interest in puppetry & wrestling, it has even more so served to perpetuate the more modern cops & robbers brand of drama. But most of all, it has brought back to life the days of the old west and made armchair pioneers of the nations television audience. Western features of any vintage are more in demand than almost any form of program fare today....and when new stations finally take the air, westerns will serve them as loyally as they did in 1947 and 1948. Every movie cowboy except Roy Rogers has made the switch to TV - either on film or in a live program. And one, Gabby Hayes, has foresaken films entirely. Because ROSS REPORTS feels that "The Gabby Hayes Show" best indicates a successful blend of western adventure with a worthwhile purpose, we have reviewed this program on the following page.

"THE GABBY HAYES SHOW" -- AMERICANA WITH A SUGAR COATING

TIME & STATIONS: 5-5:30pm Sundays; from WNBT to 21 NBC-TV stations plus 18 on kine

SPONSOR: Quaker Oats(Puffed Rice, Puffed Wheat, & Aunt Jemima Pancake Mix)

AGENCY: Sherman & Marquette
SUPERV: Stuart Ludlum of S & M
PACKAGER: Martin Stone Associates
PROD-DIR: Vincent Donehue, NBC
SCRIPTS: Jerome Coopersmith, Horton Foote
PROD ASST: Alice Middleton

TECH DIR: Cliff Paul, NBC
LIGHTING: Leo Farrenkoph, NBC
FLOOR MGR: William Perrott, NBC
SETTINGS: Richard Senie, NBC
COSTUMES: Jocelyn
TV DEBUT: October 1, 1950

CAST: Gabby Hayes as narrator, with Clifford Sales & Miss Lee Graham as his youthful audience; plus dramatic actors and actresses.

Martin Stone is one of broadcasting's more practical idealists. His "Howdy Doody" and "Author Meets The Critics" packages bear witness to his ability as a producer of intelligently-planned...profitable...programs. Earlier successes with "Americana"(for Firestone) and "The Gulf Road Show" substantiate this identification. But the fabulous "Howdy Doody" is in itself a testimonial....so much so that a short time ago Stone announced that he would forsake further program packaging in order to concentrate on licensing rights for Howdy and other "personalities".

Perhaps "The Gabby Hayes Show" which debuted this Fall is just the means to an end, but if it was designed with the ulterior motive of building a personality for a merchandising payoff, it was at the same time a commendable choice in the way of program fare. For Stone and his staff have taken their original "Americana" format (it was a panel quiz based of enacted moments in American history) and embellished it by substituting a complete drama for the quiz....with a familiar & loveable western favorite to spin the yarns. It results in a praiseworthy blend of education with some rip-roaring, authentic western action.

As Stone himself puts it....."This is an honest attempt on our part to achieve the best standards in a Sunday afternoon show, aimed at kids and grownups alike --- namely, a mixture of entertainment and education. Gabby, whom we feel is a loveable old character, represents the sugar coating on the serious drama. In the stories of American heroes - which make up the substance of the show - we felt we could gratify the hunger of parents and educators for instruction on TV (& we spend hours checking on authenticity) and, at the same time, by telling the most exciting period pieces, we also thought there was color enough to capture the imagination of kids."

Somewhat ecstatic reports from the Quaker Oats people plus an overwhelmingly favorable mail response seem to justify Stone's enthusiasm. American Research Bureau rates the program as 10.2 in October and a forewarning of imminent Tele-Pulse ratings for November indicate a multi-market average about the same level (program is slotted against ABC's formidable "Super Circus"). Since the production cost of the program - which is seen in 39 cities - has been about $5500 per show, such ratings add up to a desired low cost per viewer.....& a satisfied viewer, to boot.

DONEHUE'S PRODUCTION APPROACH -- NBC's Vincent Donehue felt, when he was given the production assignment, that he himself - much as the stories being done - was a pioneer in unexplored fields. Most people had been picking up their knowledge of the American heritage piecemeal & were fuzzy about "the stories that belong to all Americans". Donehue with Jerry Coopersmith & Stone first pick incidents to dramatize which have physical movement for child appeal, giving it an adult treatment so that it will appeal to the whole family. They try to avoid anything that would shock a child's imagination, but would rather point up a moral lesson as exemplified by the bravery of an American Hero or of the nation as a whole in earlier days.

SCRIPTS & PRODUCTION SCHEDULE

After a topic has been chosen, Coopersmith spends from 4 hours to a couple of days at the library on research. His first draft of a script is turned over to Horton Foote for a rewrite. This second draft is then sent to the ad agency and to the producer, Donehue, who makes changes during the course of production. The primary hurdle with regard to scripts is the necessity to fictionalize about historically authentic episodes in order to establish a beginning, middle and end to the story..... scripts are in their first draft some three weeks in advance and are given to Donehue about 11 days before show date. To date, the stories have been about: The Lewis and Clark Expedition....The Alamo....Jean Lafitte....Jack London....Bill Cody as a youngster....John Paul Jones....Jesse James....and Thanksgiving.

Impetus for the stories is furnished by Gabby Hayes "a-settin' & a-whittlin" on the front porch of a general store in front of a western town backdrop. ...Hayes brings humerous relief to the dramatized tales by tying up his amazing antecedents with the incidents for the benefit of a pair of pleasingly natural children. Very little film is used in the dramatizations. Music is largely recorded, but several times ballad singers and cowboy guitarists have been worked in, as well as a highly-effective Indian dance on the opening show. The producers plan to exploit other topical American holidays as they did with Thanksgiving.

Comments have been drawn from the general press reviewers as to the show's ability to reduce scenes of epic action to a limited playing area - such as the battle of the Alamo being done in an area about the size of a closet. Actually, since it is telecast from the relatively limited confines of NBC's Studio 3A at Rockefeller Center, the program has been forced to make ingenious use of set designer Richard Senie's products. Much in the way of settings is of course implied, but Donehue makes much of Senie's ability to keep costs down by imrpovising around stock sets.

The weekly production schedule runs something like this:

Monday -- casting in the afternoon; Tuesday -- finish casting, afternoon reading & rough blocking.
Wednesday -- off
Thursday -- rehearsal from 11am-6p at the Stone office; Gabby and the two children rehearse from 7-9pm.
Friday -- morning: Donehue chooses music, Alice Middleton checks the film commercials; 12-1pm: production meeting for following week's show; 1-5:30pm -- Rehearsal
Saturday -- 10:30am-2:30pm: Complete run-through with everybody; Donehue and the TD go over camera and lighting problems, etc. in the afternoon.
Sunday -- camera blocking until 12:30pm; Gabby camera rehearsal until 2pm; followed by another complete run-through; 3:30pm: Dress rehearsal.

A total of 18 to 20 hours per week are consumed by rehearsals.

COMMERCIALS: Commercials, which are partially directed to adults, partially to kids, are TV adaptations of current national advertising campaigns. Gabby usually does one live commercial from his porch - once playing host to Aunt Jemima herself. The other two commercials are on film (for Puffed Wheat, Puffed Rice, the Aunt Jemima Pancake Mix and Quaker Oats) keynoted by the "shot from guns" theme, and combining live action scenes with animation...by Shamus Culhane.

HAYES NOW EXCLUSIVELY TV

Packager Stone believes that Western favorites are still on the rise, rather than the wane...and he feels that Gabby has one thing that the others don't - rather than a hero, he is a real western character in the flesh, & closer to his audience. Already there is a Gabby Hayes comic book and several record albums...and Stone has further plans. Hayes must agree, for he has forsaken all film ties in favor of exclusive TV work in the East. And Quaker Oats, which has a 44 week contract for the program, must also agree. They've just announced another Gabby Hayes Show, scheduled to debut on Decmber 11th in the M-W-F 5:15-5:30pm NBC-TV slot, and featuring Gabby introducing some of his earlier western films.

NETWORK SPONSORS--CHILDREN'S SHOWS

Seen in New York City

FOODS

Canada Dry	J.M. Mathes	Super Circus	ABC	5-6pm	Sun
Cocoa Marsh	Direct	Magic Cottage	DuM	6:30-7pm	M-F
Fritos	Michel-Cather	Magic Cottage	DuM	6:30-7pm	Thu
General Foods	Benton & Bowles	Hopalong Cassidy	NBC	6-7pm	Sun
General Mills	Dancer-Fitz-Sample	Lone Ranger	ABC	7-7:30pm	Thu
Kellogg	Kenyon & Eckhardt	Howdy Doody	NBC	5:30-6pm	Tu, Th
		Space Cadet	CBS	6:45-7pm	M,W,F
Ken-L-Ration	Ruthrauff & Ryan	Zoo Parade	NBC	4:30-5pm	Sun
Ovaltine	Grant	Howdy Doody	NBC	5:30-6pm	Fri
Quaker Oats	Sherman & Marquette	Gabby Hayes	NBC	5-6:30pm	Sun
		Panhandle Pete	NBC	5:15-5:30pm	M-F
Sealtest	N.W. Ayer	Kukla, Fran & Ollie	NBC	7-7:30pm	Tu, Th
Silvercup	N.W. Ayer	Hopalong Cassidy	NBC	6-7pm	Sun
Skippy Peanut Btr	Guild, Bascom & Bon	Cap't Video	DuM	7-7:30pm	Wed
Standard Brands	Ted Bates	NBC Comics	NBC	5-5:15	Thu
Welsh Juices	Doherty, Cliff & Shen	Howdy Doody	NBC	5:30-6pm	Fri

CANDIES

Cadbury-Fry	Ellington	Small Fry	DuM	6-6:30pm	Wed
M&M	William Esty	Super Circus	ABC	5-6pm	Sun
Mars	Grant	Howdy Doody	NBC	5:30-6pm	M,W,F
Mason Mints	Turner, Leach	Chester the Pup	ABC	12-12:15pm	Sat
Nestle	Cecil & Presbrey	Mr. I.Magination	CBS	6:30-7pm	Sun
Powerhouse	Franklin Bruck	Captain Video	DuM	7-7:30pm	Tu, Th
Quaker City	Adrian Bauer	Lucky Pup	CBS	5-5:15pm	Wed
Wrigley	Ruthrauff & Ryan	Gene Autry	CBS	7-7:30pm	Sun

SHOES

Buster Brown	Leo Burnett	Smilin' Ed	NBC	6:30-7pm Alt	Sat
General	Ruthrauff & Ryan	Acrobat Ranch	ABC	11:30-12N	Sat
Indian Walk	Walter Wiley	Magic Cottage	DuM	6:30-7pm	Tue
International	Henri, Hurst, MacD	Howdy Doody	NBC	5:30-6pm	Wed
Peters (Int'l)	Henri, Hurst, MacD	Super Circus	ABC	5-6pm	Sun
Sundial	Hoag & Provandie	Lucky Pup	CBS	5-5:15pm	Fri

MISCELLANEOUS

Bristol-Myers	Doherty,Clif'd &Shen	Lucky Pup	CBS	5-5:15pm	Thu
Colgate	Ted Bates	Howdy Doody	NBC	5:30-6pm	Tue, Th
Ford	J. Walter Thompson	Kukla, Fran & Ollie	NBC	7-7:30pm	Wed
Ideal Toy	Atlantic	Magic Cottage	DuM	6:30-7pm	Wed
Lionel Trains	Buchanan	Joe DiMaggio	NBC	5:30-5:45pm	Sat
RCA	J. Walter Thompson	Kukla, Fran & Ollie	NBC	7-7:30pm	M, F
Rexor	Franklin Bruck	Magic Cottage	DuM	6:30-7pm	Thu
Texaco*	Kudner	Uncle Milty *	NBC	8-9pm	Tue

*Same show as "Texaco Star Revue". An added starter (not counted in totals).

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LOCAL SPONSORS--CHILDREN'S SHOWS

Seen in New York City

FOODS

Bosco	Time for Beany	WOR-TV	6:30-6:45pm	Mon-Fri
Cocomalt	Junior Frolics	WATV	5-5:30pm	Tue
Costa Ice Cream	Junior Frolics	WATV	5-5:30pm	Fri
HiV Orange Juice	Round-Up Time	WATV	4-5pm	Sun
Horn & Hardart	Children's Hour	WNBT	10:30-11:30am	Sun
My-T-Fine	Six Gun Playhouse	WPIX	5:30-6:30pm	Tue,Thu
Ranger Joe Cereal	Round-Up Time	WATV	4-5pm	Wed,Thu
Ronzoni	Junior Frolics	WATV	5-5:30pm	Wed
Silvercup	Six Gun Playhouse	WPIX	5:30-6:30pm	Thu
Western Biscuit	Junior Frolics	WATV	5-5:30pm	Thu

CANDIES

Charms	Junior Frolics	WATV	5-6pm	Sat
Fanny Farmer	Buffalo Billy	WCBS-TV	4-4:30pm	Sun
Gold Medal	Magic Clown	WNBT	11:30-11:45am	Sun
Marlon	Renfrew of the Mounties	WPIX	6-6:30pm	Fri
Scotty Pops	Van & the Genie	WPIX	12:30-12:45am	Sun

MISCELLANEOUS

American Limoges	Round-Up Time	WATV	4-5pm	M, W, F
Art Brown's Art Shop	Jon Gnagy Show	WNBT	11:45-12am	Sun
Bruno, N.Y.	Rootie Tootie Club	WNBT	11:30-12am	Sat
A.C. Gilbert	Boys' R.R. Club	WABD	6:45-7pm	Sat
		WATV	5:30-5:45pm	Fri
Ideal Toy	Children's Theater	WNBT	10-10:10am	Sun
Leader Novelty	Junior Frolics	WATV	5-5:30pm	Mon
Mail Order Network	Round-Up Time	WATV	4-5pm	M,Tu,Sa
Merit Greeting Card	Round-Up Time	WATV	4-5pm	Tue,Fri
Paul's Furniture Shop	Round-Up Time	WATV	4-5pm	Sun
Sedegal	Adventure Theater	WATV	2-2:45pm	Sun
Tune-O-Graph	Round-Up Time	WATV	4-5pm	Sat
	Junior Carnival	WATV	5-5:30pm	Sun
Union Mart DoNut Maker	Round-Up Time	WATV	4-5pm	M-Thu
Wilderotter & Sons	Marie Moser's Starlets	WATV	5:30-6pm	Sun

NYC CHILDREN'S PROGRAMS--BY TYPE & HOURS

TYPES OF SHOWS	WCBS	WNBT	WABD	WJZ	WOR	WPIX	WATV	TOTAL
Western films	3½	2	3/4	½	1½	6½	8	22 3/4
"Uncle Don" type		4 3/4	2½			2½	5	14 3/4
Adventure (live & film)	1¼	¼	5	2¼		½	3¼	12 ½
Puppets (primarily)	2¼	2½		1¼	1¼			7 ¼
Comics, cartoons		2 ½		¼	4			6 3/4
Dramatized story	½	½	2 3/4	½		½		4 3/4
Pet,sport,magic,educational		2½		3/4				3 ¼
Circus - variety	1			2				3
Talent		1					½	1 ½
TOTAL HOURS	8½	16	11	7½	6 3/4	10	16 3/4	76 ½

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Competition for the moppet market is slowly forcing production costs up and ratings down. In the case of the former, added production qualities - such as stars, more lavish story lines and settings & adaptations of costlier properties - are responsible for the rise. In the latter case, increased entries of merit are drawing the earlier favorites slowly back to the fold. As of now, their ratings are holding up, but their edge over the competition is fading.

Network-wise, the average quarter-hour kids' show has worked its way up in cost from about $750 to $1000 per show, what with higher talent costs, increased rates for film shorts, and the like. As for the half-hour story dramatization on Sundays or in the early evening on weekdays, the current production average is running around $6000 per show. Most costly to the sponsor are, of course, the packaged western series featuring established stars. They're running about $15,000 per program. A rundown of typical costs to the sponsor would be approximately as follows:

Gene Autry(film)	$12,500 per ½ hr		Kukla, Fran & Ollie		$1000 per ¼ hr
Hopalong Cassidy	15,000 per hour		Howdy Doody	NBC	1000 per ¼ hr
Lone Ranger(film)	15,000 per ½ hr		Lucky Pup	CBS	1000 per ¼ hr
Super Circus	9,000 per hour		Captain Video	DuM	900 per ¼ hr
Mr. I. Magination	5,000 per ½ hr		Magic Cottage	DuM	450 per ½ hr
Gabby Hayes	5,500 per ½ hr		Space Cadet	CBS	900 per ¼ hr
Smilin' Ed McConl	4,500 per ½ hr		Space Patrol	ABC	1100 per ¼ hr
Buck Rogers	5,000 per ½ hr		Time for Beany	Spot	500 per ¼ hr

RATING-WISE -- New York City with its seven station competition invariably tends to pull down multi-market averages. For example, the October Multi-Market Pulse gave Howdy Doody a 15.0, Captain Video a 10.1, Small Fry an 8.2, Lucky Pup a 6.8, Panhandle Pete & Jennifer a 5.0, & NBC Comics a 4.2, while WATV's Junior Frolics enjoyed a 10.1.....however, in Boston, Howdy Doody had an 18.3, Small Fry a 16.3, Time For Beany a 13.1, and Lucky Pup a 12.8.....In Chicago, Howdy Doody was rated 16.2, Cactus Jim had a 15.4, Kukla, F & O had 15.1, Captain Video had 11.9 and Uncle Mistletoe, a local show, had a 9.6.....while in Los Angeles, Time For Beany was tops with 17.3(it originates there), a western feature series had 14.8, while Howdy Doody (on kine) had a 3.7.

Far and away the leader among shows with kid appeal in Pulse's October ratings was Hopalong Cassidy with a 21.8 Multi-Market average. Gene Autry had a 14.8, Mr. I.Magination a 9.2, Super Circus a 15.7, Lone Ranger an 18.4, Joe DiMaggio a 7.0, Big Top on CBS a 9.8, Buck Rogers a 6.1, and Dick Tracy a 5.5 average.

Foreword of November Pulse ratings indicates that Hopalong will once again top NYC ratings,but with a slight drop. Howdy Doody holds its place; Mr. I.Mag climbs, and Captain Video and Kukla, Fran & Ollie hold their own. Throughout the country, western films are still a good buy.

The extent of children's programming can be measured by an examination of the program schedules of New York's stations on the next page and of out-of-town stations on page 14.

Our November monthly report - out at the beginning of December - will be devoted to a cost analysis of all programs.

Our December monthly report will be a complete analysis of all programs, similar to our June issue.

Once again, our January monthly report will feature the results of our Subscriber Poll. Look for all these reports.

WCBS-TV (Ch 2)

Saturday		
6-6:30pm	Lucky Pup	Sustaining
6:30-7:30	Big Top	Sustaining
Sunday		
4-4:30pm	Buffalo Billy	Fanny Farmer
6-6:30	Chuck Wagon	Sustaining
6:30-7	Mr. I.Mag'n	Nestle
7-7:30	Gene Autry	Wrigley
Mon-Fri		
5-5:15pm	Lucky Pup	Bristol-Myers, Sundial Shoe & Quaker City Candy
6-6:30	Chuck Wagon	Sustaining
6:45-7MWF	Space Cadet	Kellogg

WNBT (Ch 4)

Saturday		
9:30-10am	Short Subject	Sustaining
10-11	Western film	Sustaining
11-11:30	Comedy film	Sustaining
11:30-12N	Rootie Tootie	Bruno NY, RCA
12-12:30	Sport film	Sustaining
5:30-5:45	Joe DiMaggio	A.C. Gilbert
Sunday		
10-10:10	Children's Thtr	Ideal Toy
10:10-10:30	Red Barry	Sustaining
10:30-11:30	Children's Hour	Horn&Hardart
11:30-11:45	Magic Clown	Gold Medal Candy
12:45-1	UN Stamp Club	Sustaining
4:30-5	Zoo Parade	Quaker Oats
5-5:30	Gabby Hayes	Quaker Oats
6-7	Hopalong	Gen'l Foods
Mon-Fri		
5-5:15pm	NBC Comics	Standard Brands
5:15-5:30	Panhdle Pete	Quaker Oats
5:30-6	Howdy Doody	Ovaltine, Mars Colgate, Kellogg, Welsh Jce Int'l Shoe
7-7:30	Kukla, Fran & O	Sealtest, RCA Ford

WABD (Ch 5)

Saturday		
6-6:45pm	Frontier Thtr	Sustaining
6:45-7	Boys' RR Club	A.C. Gilbert
Mon-Fri		
5:30-6pm	Serial Thtr	Sustaining
6-6:30	Small Fry	Cadbury-Fry
6:30-7	Magic Cottage	Cocoa-Marsh, Ideal Toy, Rexor, Fritos, Indian Walk Shoes
7-7:30	Capt Video	Powerhouse, Skippy Pnt Btr

WJZ-TV (Ch 7)

Saturday		
11-11:30	Sat at Zoo	Sustaining
11:30-12N	Acrobat Ranch	General Shoe
12-12:15	Chester..Pup	Mason Candy
12-12:30	Animal Clinic	Sustaining
Sunday		
4:30-5pm	Buck Bradley	Sustaining
5-6	Super Circus	Canada Dry, M&M Candy, Peters Shoe
6-6:30	Cowboys, Injun	Sustaining
Mon-Fri		
5-5:15pm	Lois & Looie	Sustaining
5:15-5:30	Space Patrol	Sustaining
8:30-9 M	Dick Tracy	Sustaining
8:30-9 Tu	Buck Rogers	Sustaining
7:30-8 Th	Lone Ranger	Gen'l Mills

WOR-TV (Ch 9)

Saturday		
6:30-7pm	Starlit Westh	Sustaining
Mon-Fri		
6-6:30pm	Merry Mailman	Sustaining
6:30-6:45	Time...Beany	Bosco
7-7:15	Comedy film	Sustaining
7:30-8 F	Western film	Sustaining

WPIX (Ch 11)

Sunday		
12-12:30pm	Western film	Sustaining
12:30-12:45	Van & Genie	Scotty Pops
12:45-1:15	Western Film	Sustaining
1:15-1:30	Story.."Book"	Sustaining
6-6:30	Capt Glenn	Sustaining
Mon-Sat		
5:05-5:30	Capt Glenn	Sustaining
5:30-6:30	6-Gun Playhse	My-T-Fine, Dr. Posner's Shoe, Silvercup Bread, Sunshine Biscuits
6-6:30 F	Renfrew	Marlon Candies

WATV (Ch 13)

Saturday		
12:30-1:30,45	Western film	Tune-O-Graph, HiV
5-6	Jr Frolics	Charms Candy
Sunday		
12,5-5:30	Jr Carnival	Tune-O-Graph
2-2:45	Adventure Thtr	Union Mart, Sedegal
4-5	Western film	HiV, Paul's Furnture
5:30-6	Marie Moser	Wilderotter & Sons
Mon-Fri		
4-5	Western film	See pg. 11
5-5:30	Jr. Frolics	" " "
5:30-6	Adventure Thtr	" " "
F 5:30-5:45	Boys' RR Club	" " "

WCBS-TV (Ch. 2)

Saturday

6-6:30am	Early Trip	Entertaining
6:30-7:30	Mile Inc	Informative

Sunday

4-4:30pm	Buffalo Bill	Young Person
6-6:30	Church Women	Inspiring
6:30-7	Dr. Lamont's	Health
7-7:30	Show Story	Variety

Monday

7-7:15am	Lunch Box	Wholesome-Opera, Journal Sq. Dance Org Comp
9-9:30	Crack Shots	Entertaining
6:30-7PM	Office Hour	Helpful

WCBS (Ch. 6)

Saturday

9-9:30am	Sunny Sunbeams	Entertaining
10-11	Wrestling Film	Entertaining
11-11:30	Cowboy Film	Entertaining
11:30-12PM	Cowboy Film	Western Fil. Ent.
12-12:30	Sports Film	Entertaining
5:30-6:15	Joe Palooka	A.C. Drivers

Sunday

10-10:30	Children's Hour	Young Peo
10:30-11	Pan American	Entertaining
10:30-11	Children's Hour	Entertainment
12-12:30	Mission to Moscow	Good Moral Comp.
12:30-1	Op Ed Comm. Film	Entertaining
5-5:30	Sun Parade	Drama-Cha
5:30-6	Cowboy Movie	Senior Cha
6-7	Sunday Movie	Comp Drama

Monday

6:30-7pm	ABC Dance	Community Social
7:15-7:30	Musical Fare	Senior Cha
7:30-8	Bowery Boys	Comedy, Mystery, Dance Comp, Musical, Melodrama, Dor's Show
7-7:30	Sports Film	Informative, Pro Foot

WABC (Ch. 5)

Saturday

6-6:15am	Program Hour	Entertaining
6:30-7	Sports Hour Comp	A.C. Citizens

Sunday

3:30-4pm	Social Tour	Entertaining
6-6:30	Quiz Joy	Children-Dry
6:30-7	Music Cottage	Comm-Music, Family Tog, Dance, Prizes, Social Hour
7-7:30	Court Whist	Home-Comm, Prizes Aid Ser

WCBS-TV (Ch. 2)

Saturday

11-11:30	Pet Be Doc	Entertaining
11:30-12PM	Answer Bench	General Educ
12-12:15	Cowboy Hop	Horse Comp
12:15-12:30	Animal Circle	Entertaining

Sunday

4:30-5pm	Puck Cowboy	Entertaining
5-6	Super Circus	Comedy Dry, Ind Comp, Prizes Comm
6-6:30	Cowboy, Inc.	Entertaining

Monday-Fri

3-3:15pm	Lucy's Corner	Entertaining
3:15-3:30	Space Patrol	Entertaining
5:30-6	Jack Tracy	Entertaining
6:30-7	Tuesday Movie	Entertaining
7:30-8	Jack Sharpe	Dancing Skills

WOR-TV (Ch. 9)

Saturday

6:30-7pm	Lucky Pup	Entertaining

Sunday

2-2:30pm	Movie Cartoons	Entertaining
6:30-6:45	Time Out Sport	Sports
7-7:15	Cowboy Movie	Entertaining
7:30-8	Western Film	Entertaining

WOR (Ch. 11)

Sunday

10-10:30pm	Western Film	Entertaining
12-12:30	Tim & Jerry	Lucky Sam
12:30-1	Western Film	Entertaining
1:30-1:45	Movie "Rock"	Entertaining
5-5:30	Sept Gloom	Entertaining

Mon-Sat

3:30-3:45	Gene Autry	Entertaining
5:30-6:30	6-Gun Theatre	Mr-T-Time, Ir. Tombstone Stage, Riverboy Band
6-6:15	Sports Film	Sports

WPIX (Ch. 11)

Saturday

5:30-6pm	Western Film	Dare-O-Drama, W.T. Jr. Frontier

Sunday

12-12:30	Jr. Rangers	Dare-O-Drama
2-2:30	Adventure Theatre	Sports Movie, Comedy
4-5	Western Film	Dry, Music Interlude
5:30-6	Movie Hour	Entertainer & Dra

Mon-Fri

4-5	Western Film	Dar Pro, Jr.
5-5:30	Jr. Rangers	" " "
5:30-6	Adventure Theatre	" " "
5:30-6PM	Jones' Co Club	" " "

SPOT CHECK--OUT-OF-TOWN KID SHOWS

WBAL-TV Baltimore -- Mon-Fri: NBC Comics, Panhandle Pete, Howdy Doody, Lucky 11 Ranch (local ¼hr), Paul's Puppets (local ¼hr on Tue), Boys' RR Club (for A.C.Gilbert on Thu), Red Barry film on net.
Saturday: Wild West Theater, 6-7pm
Sunday: Zoo Parade, Gabby Hayes, Hopalong Cassidy, QuizTeen Clb

WNBF Binghampton -- Mon-Fri: Kukla, F & O Monday: RR Boys' Club (A.C.Gilbert)
Tuesday: Lone Ranger Sunday: Super Circus ABC

WBEN-TV Buffalo -- Mon-Fri: Children's Theater film, Howdy Doody, Cactus Jim, KFO
Saturday: Hopalong Cassidy, Cisco Kid film
Sunday: Mr. I.Magination CBS, Super Circus ABC(12:15 & 5pm)

KRLD-TV Dallas -- Mon-Fri: Lucky Pup CBS, Party Time (local ¼hr), Ado Film Thtr, Pixie At Large(T & Th local show).
Saturday: Western Theater, 5:15-6:15pm
Sunday : Mr. I. Magination, Gene Autry

WICU Erie -- Mon-Fri: Howdy Doody, Cactus Jim, KFO Thurs: Lone Ranger ABC
Friday: Birthday Party (½hr local)
Saturday: Mighty Midgets (1 hr local), Film(¼hr), Lone Ranger
Sunday: Super Circus ABC, Hopalong Cassidy NBC

WFMY Greensboro -- Mon-Fri: Howdy Doody, KF&O NBC, 6-Gun Playhouse film
Saturday: Acrobat Ranch ABC, Boys' RR Club(A.C.Gilbert) Hopalong
Sunday: Super Circus ABC

WSPD Toledo -- Mon-Fri: TV Ranch (local ¼hr), Travels in Space(Mon), KF&O NBC, Animal Fare (Tue local ¼hr), Cartoon Parade (W&F ¼ hr)
Saturday: Gene Autry Sunday: Hopalong Cassidy, Cartoon Parade.

KFI-TV Los Angeles - Mon-Fri: Frank Webb (local ½hr) Sunday: Lone Rider Fights Back
Saturday: Mirandy & The Garden (½hr), Western Feature (1¼hr)

KTLA Los Angeles -- Mon-Fri: Cowboy Thrills (½hr), Time For Beany(originates here)
Saturday: Tricks & Treats(½hr in am), Western Adventure (1 hr)
Sunday: The Comics (1 hr), Hopalong Cassidy

KECA-TV Los Angeles - Mon-Fri: Space Patrol (¼hr origination), Sandy Strong (¼hr)
Saturday: Animal Clinic, Acrobat Ranch, Buck Bradley's Rodeo, Buck Rogers, all ABC; Cowboy Theater(1 hr)
Sunday: Super Circus, Cowboys & Indians, ABC; Dick Tracy film

KNBH Los Angeles -- Mon-Fri: Howdy Doody, Crusader Rabbit(local), Jump-Jump, Comedy Theater, Detectives JG, Cisco Kid (Tue).
Saturday: Smilin' Ed McConnell (origination), Joe DiMaggio Show
Sunday: Gabby Hayes, Zoo Parade, NBC

The above selection of station schedules is representative. Most stations that take network programs either live or by kinescope hold to the original time of telecast...and NBC-TV seems to have the widest circulation of programs. Most stations program at least one western a week, some have at least one a day. In New York, WABD the DuMont outlet programs a half-hour serial daily, breaking up feature films into serial form. Most popular syndicated shows are Ziv's Cisco Kid on 27 stations now & scheduled to pick up the NBC stations WNBT, WNBW & WNBK in NYC, Washington & Cleveland after January 1...as well as KTLA's Time For Beany puppet program which is currently on 18 stations and which must be bought on an across-the-board basis from Paramount. It's offered for from $30 to $100 daily according to the market.

[illegible]

[illegible] -- Mon-Fri: [illegible] Sat: [illegible]

[illegible] -- Mon-Fri: [illegible]

[illegible] -- Mon-Fri: [illegible]

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[illegible] -- Mon-Fri: [illegible]

TELEVISION FOR, NOT AGAINST CHILDREN

The above headline has been borrowed from an article by Caroline Burke, NBC-TV producer, in "Variety" last July. In that article, Miss Burke stressed several points that are pertinent to this survey.....After advising parents to see that TV is taken in proper doses by their children, she castigates the blood and thunder variety of program, pointing out that there are, however, already some programs that are doing some good for children viewers....then she goes on to develop the increasingly popular thesis that parents "can create plus values in their children's viewing by sharing in programs viewed, guiding tastes according to their judgement, and explaining things not understood in family viewing.

"The best gift the broadcaster can give to youth", she adds, "is the stimulus of his intellectual curiosity....make him want to look up a work, read a book, visit a museum, take apart a flower to examine it...instill in him a desire to find out, to look searchingly, to listen inquiringly and to believe intelligently."

Programs like "The Gabby Hayes Show", like "Mr. I. Magination", like any children's program at all which ableto instill some intellectual stimulus in a sugar coating are receiving the accolade from not just educators and social workers, but also from the sponsors and kids alike. The idea of injecting adult appeal into children's programs in order to incite family viewing is slowly pervading programmers' plans. Three available packages, selected at random from the many that ROSS REPORTS constantly receives, illustrate the trend.

RAGGEDY ANN -- Long a children's favorite, the rag doll and her friend Andy have been packaged into what looks like a "natural" TV format by Larry Winn, who points out that since 1919 Raggedy Ann has accounted for about 50 million dollars in merchandise sales, with $30 million in the last ten years alone. Working outward from the fact that the audience knows and loves his heroine, Winn has built a kid show with adult appeal, featuring a pantomime enacted by lifesize human dolls and narrated by a lovely young lady. The format attempts to blend "the fantasy world of the growing child with the everyday world of reality....developing an appreciation of such qualities as kindness, generosity, consideration and love." Winn, who has packaged the show independently of his sales position at DuMont, plans to use a small stock company. He already has had one showing as part of Bob Emery's "Small Fry Club"....and he has a return engagement coming up this Wednesday, November 29th on the "Small Fry" show between 6 and 6:30pm on WABD (Ch 5).

CHILDREN'S THEATER -- Based on the precept that the theater and drama are a necessary part in the growth of a child(and therefore not just an entertainment device) Philip Hymes and Norman Hall, who have been associated with the Adelphi College Children's Theater, have developed a story series around the device of having a court jester go out into the world to bring back stories for his princess Their presentation shows an understanding of material with child appeal and dialogue that is both natural and wittily put. Such a series has the advantage of production by people who know children and their reactions.

LET'S JOIN IN -- Metropolitan Artists Corp. has developed a program based on the idea of home participation in songs and games...in a story circle...and in an indoctrination to music through informal presentation of various instruments.

Other presentations from packagers will be welcome. ROSS REPORTS will publish another of its Packages Available issues in late December.

Ross Reports

ON TELEVISION PROGRAMMING

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ED & PUB: Wallace A. Ross VOL. 2 NO. 9 DECEMBER 3-9, 1950
RESEARCH: Emily Jordan SUPPLEMENT A

THIS WEEK -- DEBUTS, HIGHLIGHTS, CHANGES

Sun (3) - PIX(Ch11) 11:30am-12:30pm; DEBUT - Jack & Jill Varieties; children's talent show with MC Danny Webb; Sponsor - Republic TV Stores & Motorola; Producers - Les Perry & Nat Lorman for Product Services Group, Inc. First Sunday am programming for WPIX.

WOR(Ch9) 10am-7pm; HIGHLIGHT; Santa Claus Day; featuring telephone conversations with kids, the feature film "Stagecoach", cartoons 2 westerns, "Scattergood Baines", personal appearances by Ray Heatherton, Bobby Benson & singer Bobby White; Station, which is normally dark on Sundays opens up especially for this show

ABC(Ch7) 12-12:15pm; DEBUT - The Ranger Joe Show; from WFIL-TV Phila to E&MW ABC Nets; children's western variety, has been on in Phila; Sponsor - Ranger Joe Cereal; Agency - Lamb & Keen; Agency Supervisor - Thomas G. Brennan Jr. (Phila).

Mon (4) - CBS(Ch2) 2:30-2:45pm Mon-Fri; DEBUT - The First Hundred Years; from WCBS-TV to 38 live plus 7 kine CBS-TV stations; daily serial comedy; Sponsor - Procter & Gamble (Tide); Agency - Benton & Bowles; Producer - Hoyt Allen, B&B; Director - E.T. Gammon of B&B; Scripts - Jean Holloway; Cast - Olive Stacey, Jimmy Lydon Nana Bryant, Robert Armstrong, Nancy Malone, Valerie Cossart, Dan Tobin; Organ - Clark Morgan; Announcer - Cy Harrice; Sets Bradford Ashworth; this is TV's first daytime serial drama.

PIX(Ch11) 8:30-9:30pm; DEBUT - The Village Barn; remote from the Greenwich village spot; with Jack McCarthy as announcer-MC for the rural variety show; Director - Albert Hartigan; Sustaining.

LAST WEEK'S ARRIVALS

WCBS-TV -- Saturday News Special; 7:30-7:45pm for four Saturdays through Dec 16 in NYC only; with Don Hollenbeck; Sponsor - Ford Dealers; Agency - J. Walter Thomspon; Producer - Don Hewitt CBS; introducing the 1951 line.

Tales of the Black Cat; 10:30-11pm Tuesdays Nov 28-Dec 19; series of mystery films produced for TV with commentary by James Monks; Sponsor - Ford Dealers through JWT; Producer - Bruce Anderson; Director - Jon Fogel.

WPIX -- Wrestling; 9-11pm Fridays; from Fort Jay Gymnasium before a soldier audience; Director - Jack Murphy; Commentator - Jack McCarthy; Sustaining.

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SPECIAL - This Issue on Page 7 - Program Contacts for Talent & Publicity Shots

Dec 10 -- CBS -- Bigelow Theater debuts from WCBS-TV; 6-6:30pm Sundays; filmed drama series for TV, featuring such stars as Virginia Bruce, Chico Marx, Victor Jory, Nancy Kelly, Diana Lynn, Don DeFore, Donald Woods, and others; Sponsor - Bigelow-Sanford Carpet Co; Agency - Young & Rubicam; Produced in cooperation with Jerry Fairbanks, Hollywood; Directors - Frank Telford & Frank Woodruff, Y&R (replaces western film

Dec 11 -- NBC -- The Gabby Hayes Show; from WNBT to 39 live & 2 kine NBC-TV stations 5:15-5:30-m M-W-F; with Gabby Hayes introducing & narrating off-screen some of his Hollywood westerns; Sponsor - Quaker Oats; Agency - Sherman & Marquette; Supervisor - Stuart Ludlum, S&M; Packager - Martin Stone; sponsor has signed for 29 weeks & keeps his Sunday afternoon show too; "Panhandle Pete & Jennifer" is seen on Tue & Thu

Dec 17 -- NBC -- Opera Series; 3-4pm Sunday; first presentation is "Carmen" with Vera Brynner, David Poleri, Andrew Gainey; Music & Art Director - Peter Herman Adler; Production Super - Samuel Chotzinoff NBC; Director - Charles Polacheck; Asst Dir to Adler - Herbert Grossman; from WNBT.

Dec 22 -- CBS -- Untitled Series; from WCBS-TV to E&MW Nets; 9:30-10pm alternate Fridays; Sponsor - General Mills; Agency - Knox Reeves(Minneap); no other details at this time; program replaces the 2nd half hour formerly occupied by Magnavox Theater; already announced for the first half hour on alternate Fridays is Charley Wild, Pvt Detective for Wildroot (see last week's issue).

Dec 25 -- ABC -- Faye Emerson Show moves from CBS to 7:15-7:30pm M-W-F time from WJZ to 40-odd ABC-TV stations; Sponsor - Pepsi-Cola; Agency - Biow; the show will be filmed in advance; same production staff headed by Gil Fates.

Jan 1 -- ABC -- Space Cadet moves from CBS to 6:30-6:45pm M-W-F time on WJZ-TV & the ABC-TV net; Sponsor - Kellogg's; Agency - K&E; program is an adventure series produced by Rockhill Radio & TV.....former CBS time is open(6:45-7pm).

Jan 2 -- CBS -- Stork Club moves to 7:45-8pm T-Th, alternating with Perry Como Show; picks up Sponsor - Fatima Cigarettes; Agency - Cunningham & Walsh.

Jan 5 -- NBC -- Tex & Jinx on WNBT only 6:30-6:55pm M-F pick up Yardley as participating sponsor.

Jan 17 -- NBC -- Four Star Revue from WNBT to E&MW Nets 8-9pm Wednesdays; with rotating comics Wynn, Carson, Thomas & Durante picks up new Sponsor - Pet Milk; Agency - Gardner; as one of three rotating sponsors..... others being Motorola and Norge (unconfirmed); this will be the 1st TV venture for Pet Milk.

Note - Chrysler (thru McCann-Erickson) has dropped the 8-8:30pm Monday ABC-TV time & their Bernard Prockter-produced Treasury Men In Action. Trade Press reports the sponsor as looking for a bigger prestige show.

Upcoming Ross Reports Issues will feature: November Cost Survey (next week)..... Titles of Dramatic Works performed on TV, with author credits (brought up to date) .....An examination of Hardie Freiberg's Spot Check, Inc. & a list of Packages Available (packagers should send in up to 3 Availables before December 15).

PROGRAM	NET	TIME	GUESTS
SATURDAY DECEMBER 2			
Jack Carter	NBC	8-9pm	Nancy Andrews, actress
Ken Murray	CBS	8-9pm	Ronald Reagan; A. Robins, clown
Show Of Shows	NBC	9-10:30pm	Clenda Farrell, guest MC
Frank Sinatra	CBS	9-10pm	Toni Arden, singer; Milton Berle
SUNDAY DECEMBER 3			
Celebrity Time	CBS	10-10:30pm	John Mason Brown; Jan Struther
Colgate Comedy Hour Eddie Cantor MC	NBC	8-9pm	Joe Bushkin; Jack Albertson, actor; Dicki Van Patton, actor
Leave It To The Girls	NBC	7-7:30pm	Frank Conniff, columnist; Peggy Ann Garner
Arthur Murray Show	DuM	9-10pm	Johnny Mercer; Richard Himber; Sweeney & March, comedians; Denise Lor, singer
Philco Playhouse	NBC	9-10pm	Wacky, The Small Boy - by Fred Schwed, Jr; adapted by William Kendall Clarke; with Bill Goodwin, Aline MacMahon, Butch Cavell, Flora Campbell, Joey Walsh, Bill Nevard, John Kenny, Sonny Cavell
Showtime, USA	ABC	7:30-8pm	Veronica Lake; Ray Middleton; Paul Kelly; Uta Hagen; Buddy Lester; Brenda Forbes, comedienne
This Is Show Business	CBS	7:30-8pm	Madeleine Carroll; Jackie Miles; Russell Nype; Marie Tallchief, ballerina
Toast Of The Town	CBS	8-9pm	Roberta Peters, opera star; Stan Kenton & his band; Ana Ricarda, ballerina; Jean Carroll & Ben Wrigley, comedians
Paul Whiteman Show	ABC	7-7:30pm	Anne Jeffreys; Maureen Cannon, singer
MONDAY DECEMBER 4			
At Home Show	CBS	11-11:15pm	Doretta Morrow, singer
Broadway Open House	NBC	11-12 M	Mickey Deems; George Conley, comedians
Hollywood Screen Test	ABC	7:30-8pm	Judith Evelyn, lead; David White & Roy Irving, tests
Lights Out	NBC	9-9:30pm	Beware This Woman - by Grace Amundson; adap by Douglas Wood Gibson; with Veronica Lake, Glenn Denning, Paul Andor, Phoebe McKay, Beth Elliott
Lucky Strike Theater	NBC	9:30-10:30	The Philadelphia Story - by Philip Barry; adapted by Don Ettlinger; with Barbara Bel Geddes, Richard Derr, Leslie Nielsen, Judith Parrish, Madeleine Clive, Toni Hallaran, Louis Holister, James Van Dyk, John Craven

PROGRAM	DAY TIME	SHOWING
[illegible]		
[illegible]	7:00 P-Ups	Bonny Andrews, Barrett
[illegible]	7:30 P-Ups	Donald Bowers, Jo Robins, [illegible]
[illegible]	8:00 [illegible]	Glenna Farrell, guest MC
[illegible]	8:30 P-Ups	Tom Irvin, Alberta Dalton Davis
[illegible]		
[illegible]	9:00 10-10:30p	Tom Moore Jones, Jan Stanley
[illegible]	10:00 P-Ups	Jim Dunbar, Jack Alexander, [illegible]; Ida Dalton, [illegible]
[illegible]	10:30 7-7:30p	Frank [illegible], [illegible]; [illegible]
[illegible]	11:00 7-7:30p	Johnny [illegible]; Edward [illegible]; [illegible]; Darlene [illegible], singer
[illegible]	11:30 [illegible]	[illegible] - Jr Grad Bowl, [illegible]; [illegible] by [illegible] [illegible]; with [illegible], Mike [illegible]; [illegible], John [illegible], Tony [illegible], Bill [illegible], John [illegible], [illegible] [illegible]
[illegible], 1st	12:00 7:30-8p	[illegible] Lake; Jr [illegible]; Bud [illegible]; [illegible] Lanier; [illegible] [illegible], [illegible]
[illegible]	12:30 7:30-8p	[illegible] Council; [illegible]; [illegible] Bryn; [illegible], Military
[illegible]	1:00 8-9p	[illegible] Bakers, [illegible]; Bryn [illegible] & [illegible]; Joe [illegible], [illegible]; [illegible] & [illegible] [illegible]
[illegible]	1:30 7:30-8p	[illegible] [illegible]; [illegible]
[illegible]		
[illegible]	2:00 11:30p	[illegible], [illegible]
[illegible]	2:30 11-12 M	Mikkel [illegible]; [illegible], [illegible]
[illegible]	3:00 7:30-8p	[illegible], [illegible]; [illegible] & [illegible] [illegible], [illegible]
[illegible]	3:30 8-9:30p	[illegible] Show - [illegible] [illegible] [illegible] [illegible] [illegible] [illegible], [illegible], [illegible], [illegible], [illegible], [illegible]
[illegible]	4:00 9:30-10:00	The [illegible] Story - [illegible] [illegible] [illegible] [illegible] [illegible], [illegible] [illegible], [illegible], [illegible], [illegible], [illegible], [illegible], [illegible], [illegible], [illegible]

PROGRAM	NET TIME	GUESTS
	MONDAY DECEMBER 4 (Continued)	
Lux Video Theater	CBS 8-8:30pm	To Thine Own Self - by Percival Wilde; adap by Joseph Liss; with Melvyn Douglas, Walter Burke, Therese Hunter, Royal Dano, James Sheridan
Mohawk Showroom	NBC 7:30-7:45	Fosse & Niles, dancers
Studio One	CBS 10-11pm	Letter From Cairo - orig by Worthington Miner based on the story by James Robbins Miller; with Charlton Heston, Cecil Parker, Anne Marno, Dean Harens, Annette Erlanger, Michael Steele, Margaret Neff Jerome, Gloria Stroock
Talent Scouts	CBS 8:30-9pm	Penka La Par, soprano; Erv Foster, comedian Jack Fisher, singer; Dorothy & Arthur Todd, musical duo
Kate Smith	NBC 4-5pm	The Three Wiles, comedy act
Vanity Fair	CBS 4:30-5pm	Vivian Blaine; Abe Burrows
Voice of Firestone	NBC 8:30-9pm	Eugene Conley
	TUESDAY DECEMBER 5	
Armstrong Circle Theater	NBC 9:30-10pm	Happy Ending - orig by Turner Bullock; with Otto Kruger, Cathleen Cordell, Helen Gillett, Janet Fox, Brandon Peters, Stuart Medd, Mark Roberts, Barbara Cook
Cavalcade Of Bands	DuM 9-10pm	Elliot Lawrence; George de Witt; John & Rene Arnaut, novelty act; Fosse & Niles, dancers, Stump & Stumpy, tap dancers
Danger	CBS 10-10:30	Another Man's Poison - adapted by Phyllis Coe & Milton Subotsky from Charles C. Dobie's "The Open Window"; with John Newland, Henry Burke Jones, Mary Loane, Paul Stevens, Jack Haffen
Eloise Salutes	DuM 7:30-7:45	Dennis King
Fireside Theater	NBC 9-9:30pm	The Green Convertible - orig by James Gunn & Jack Harvey; with Frances Dee, Gertrude Michael, John Warburton, Joan Miller, Dabba Greer
Little Show	NBC 7:30-7:45	Lynn Howard, singer
Prudential Playhouse	CBS 8-9pm	Barretts of Wimpole Street - Rudolf Besier adapted by Elizabeth Hart; with Helen Hayes, Gene Lockhart, Robert Pastene, Bethel Leslie, Ivan Simpson, Jo Huntley Wright, Frances Ingalls, Leslie Linder, Michael McAloney, Michael Alexander, Richard Bowman, William Harahan
Billy Rose Show	ABC 9-9:30pm	Yogi Your Way & I'll Go Mine - adapted by Edward Chodorov; with Mary Sinclair, Peter Cookson, James Gregory, Ferdi Hoffman, Leonard Elliott, Joe Downing, Jimmy Little

PROGRAM	DAY, TIME	REMARKS
	MORNING PROGRAMS (Continued)	
Joe Franklin Theater	CBS 8-9:30pm	To Tell the Truth - by Patricia Allen; Mr. by James Lee; with Marian Seldes, Walter Abel, Dorothy Sarnoff, Royal Dano, Donna Lawrence
Robert Shaw	NBC 7:30-8:30	Chase & Sanborn, Security
Eddie Cantor	CBS 10-11pm	Letter from Guido - song by Washington Irving Based on the story of Jesse Robbins (Miller) with Christian Bentley, Cecil Lupino, Anne Seymour, Dwan Smith, Annette Irlsinger, Milena Canale, Interpret Dell Arrow, Gloria Gifford
Talent Scouts	CBS 8:30-9pm	Tenia Le Ver, Argument; Bob Hughes, comedy duo Flatbo, singer; Pancho & Antonio Soto, musical duo
Dave Garroway	NBC 9-9pm	The Dave Garroway Show, comedy sis
Variety Fair	CBS 8:30-9pm	Vivian Blaine, Ann Sterner
Tales of Tomorrow	ABC 9:30-9pm	Mystery Drama
	TODAY'S SUPPLEMENT	
Wrestling Girls, Theater	ABC 8:30-10pm	Scene Walking - write by George Baldock; with Cato Tanner, Charlene Conti, Brian Gillett, Peter Lee, Brenton Peters, Stuart Wade, Mark Thomas, Bernice Cox
Symphonie of Souls	NBC 9-10pm	Billy Lawrence, Swing De Nitz; John A. Cane Arnaut, Novelty Act; Jerome & Alice, Dancers, Swing & Shuffle, Tap Dancers
Jackpot	CBS 10-11:30	Jackie Gleason's Jackpot - Adapted by Dwight Cook & Milton Pascoff from Charles M. Phillips's "The Good Widow"; with Jack Gilford, Harry Bugen Jones, Mary Lynn, Paul Stevens, Jack Walton
Jackie Gleason	NBC 7:30-8:30	Honeymoon Hotel
Circus Theater	ABC 9-9:30pm	The Dawn Commandile - song by James Cox & Jack Barney; with Thomas Lee, Catherine McGowan, John Wallace, Jean Miller, James Grant
Lights Out	ABC 7:30-8:15	Lyric Brown, Singer
Personal Interview	CBS 9-9pm	Personal Interview - Edward Barrett, Marvel Co Elizabeth Bunce with Jack Berry, Dave Lowry, Frank Martin, Ethel Merman, Jim Timmons, Ac Hunter, Arthur Kennedy, Denise Darcel, Leslie Brooks, Richard Whitney, Alan Ford, Robert Carter, Jordan Brown, William Bendix
Billy Rose Show	ABC 9-9:30pm	Real Dance - Lyric Ballet Theatre - Adaptation by Barry Lawrence, with Barry Lee, Jr. Ann Jackson, Diane Sheldon, Jerome Robbins, Jerel Bellman, Lucia Chase, Ballet Theatre Orchestra, Jerome Robbins, Choreographer

PROGRAM	NET	TIME	GUESTS
			TUESDAY DECEMBER 5 (Continued)
Kate Smith	NBC	4-5pm	Pat Rooney, Sr; Romanne & Babbett, acrobats; Paul Duke, magician
Star Time	DuM	10-11pm	Reginald Gardiner; John Conte; Charlie Cantor; Billy Williams Quartet; Harmonicats
Suspense	CBS	9:30-10pm	The Guy From Nowhere - orig by Alvin Sapinsley; with Barry Nelson, Catherine McCloud, Lawrence Fletcher, Frank Campanella
Texaco Star Theater	NBC	8-9pm	Ted Lewis; Vivian Blaine
Vanity Fair	CBS	4:30-5pm	Flora Robson
			WEDNESDAY DECEMBER 6
Broadway Open House	NBC	11-12 M	Wally Cox
Godfrey & Friends	CBS	8-9pm	Frank Parker, singer; Dr. Franz Polgar, hypnotist
Kraft Theater	NBC	9-10pm	Short Story - by Robert Morley; adapted by R. Howard Lindsay; with Bramwell Fletcher, Viola Keats, Jane Sutherland, Jean Cameron, Carl Harbord, Eva Condon, Richard Aherne, Eileen Page
Mohawk Showroom	NBC	7:30-7:45	The Chieftans
Four Star Revue Danny Thomas, MC	NBC	8-9pm	Bidu Sayao, soprano; Danny Daniels, dancer
Kate Smith	NBC	4-5pm	Paul Winik & Edna Mae, tap dancers; Frank Marlowe, comedian
Somerset Maugham Theater	CBS	9-9:30pm	The Force Of Circumstance - adapted by Peter Michael; with Dennis Harrison, Virginia Gilmore, Harry Davis, Margery Maude, Roberta Haines, Norman Ettlinger
The Web	CBS	9:30-10pm	The Deadly Friend - written & adapted by Hugh Pentecost; with Richard Purdy, E. G. Marshall, Jimmy Sommer
			THURSDAY DECEMBER 7
Kate Smith	NBC	4-5pm	Mavis Munns, tap dancer; Columbia University Glee Club
Holiday Hotel	ABC	9-9:30pm	Butch Cavell, child star
Little Show	NBC	7:30-7:45	Lorraine Marsh, singer
Kay Kyser	NBC	9-10pm	Anita Louise

PROGRAM	NET TIME	GUESTS
	THURSDAY DECEMBER 7 (Continued)	
Nash Airflyte	CBS 10:30-11pm	The Case Of The Missing Lady - by Agatha Christie; adapted by Max Wilk; with Ronald Reagan, Cloris Leachman, Ian Keith
Vanity Fair	CBS 4:30-5pm	Signe Hasso; Page Morton, singer
Alan Young	CBS 9-9:30pm	Robert Weed, opera star; Eileen & Elsa Nilsson, vocal duo; Doris Singleton, actress; Herbert Rawlinson, actor
	FRIDAY DECEMBER 8	
Big Story	NBC 9:30-10pm	Seattle Post-Intelligencer - with Donald Curtis, Melville Ruick, Lois Holmes, Bess Winburn, Aileen Poe, Reese Taylor, Lucille Fenton, Robert H. Harris
Cavalcade of Stars	DuM 10-11pm	Jay Marshall, comedian; Milton Douglas, singer; the DeMarco sisters
Magnavox (last of series) on film	CBS 9-10pm	Hurricane At Pilgrim Hill - adapted by Nathaniel Curtis; with Clem Bevans, Cecil Kellaway, Virginia Grey, Leslye Banning
Mohawk Showroom	NBC 7:30-7:45	Joyce Sellinger, soprano
Penthouse Party	ABC 10-10:30pm	Hank Fort, comedienne; Elsa Maxwell
Pulitzer Playhouse	ABC 9-10pm	The Ponzi Story - adapted by Lawrence Hazard; with Hume Cronyn, Coleen Gray, Blanche Yurka, Quentin Reynolds, Jonathon Harris, Will Kuluva, Walter Brook
Star Of The Family	CBS 10-10:30pm	Fran Warren; Sweeney & March, comedians; Sugar Chile Robinson, pianist
Kate Smith	NBC 4-5pm	Richard Himber
Vanity Fair	CBS 4:30-5pm	Jane Ritchie, ballad singer

Commencing with next week's issue, this listing will be expanded to include programs from Friday through the following Friday. Since it is quite difficult to obtain the names so far in advance, we'll backtrack & pick up shows not listed the previous week. This way, we should be able to cover more shows more completely.

Sorry, but we'll have to charge a slight fee for extra copies of the following CONTACT LIST. We expect to run out of them shortly. Please indicate if you want more copies, how many you would like.

Talent Showcase (Continued)

Theater	Date, Time	Venue
	Friday, October 7 (Continued)	
Dual Artistry	Oct 10/20-12/20	The Cove of the Starling Inn - an intimate Cocktail Hour hosted by Ms. Sylvia Rose, Jazz Lounge, San Dalia
Twilight Tale	Oct 9/30-9/40	Alpine Manor, Sage Harbor Yacht Club
Open Stage	Oct 7/00-7/30	Bakers Wood, Quarry Street, Alpine & Side Alleys, Vocal Inc. Small Lighting, acoustic, Harvest Wellness, Arbor
	Saturday, October 8	
Sea Songs	Oct 6/30-10/00	Sandia Pavilion/Lighthouse - with Sandia Jazz, Sylvia Rose, Lois Blake, Dan Andrews, Alpine Jay, Prime Theory, Sandia Ferries, Joann D. Davis
Overture at Dusk	Oct 7/00-12/00	Jan Kendall, conductor, Allison Jenkins (piano), Ian Jackson clarinet
Open Mic (Last of series) on Film	Oct 9-12/00	Downtown at Filmore (DAF) - stepped at Moonstone Cinema, with Jan Kendall, Cell Anthony, Tyrone Cho, Marty Sheldon
Sidney Dunmore	Oct 7/30-7/45	Joyce Sullivan, cornet
Twilight Trail	Oct 10-12/00	Ron Tuck, acoustic/jazz, Tina Monell
Pulsing Darkness	Oct 8/00	The Foxtrot Club - adapted by Sunrise Jazzed, with Dan Brown, Julian Cano, Alicia Jones, Jonathan Lee-Jones. Sunrise Ferries will follow. Adult Dress
Eyes of the Jungle	Oct 10/00-12/00	Dreamscape, Tamara & Sara, Cosmetics Court (Kids Academy) stages
Kids Delight	Oct 8/00	Hickory Grove
Twilight Tale	Oct 9/30-9/40	Sand Dunes, Sailor Lounge

Concerning this page were in Japan, this listing will be expanded to include programs from Fabian Sparrow the following Friday. Since it is quite difficult to attend the shows so far in advance, we'll backtrack a year or above and linked his previous shows. This way, we should be able to cover some ground more quickly.

Sorry, you would have to purchase a ticket for the opening of the Fabian Sparrow Lighthouse to see the job of some magnitude. Lower prices if you are more mature, you may pay would like.

Ross Reports

ON TELEVISION PROGRAMMING

Netwcrk & NYC - PROGRAM CONTACTS FOR TALENT & PUBLICITY SHOTS - As of DEC 1, 1950

This list is of particular interest to our Agent, Publicity & Promotion subscribers. It includes all current shows which use either paid performing talent or publicity guests. Publicity shots for talent & merchandise are specifically indicated.

PROGRAM, TIME, STA	PRODUCER	CONTACT & PEOPLE USED
	DRAMATIC PROGRAMS	
Armstrong Circle Theater 9:30pm Tue NBC	Hudson Faussett NBC	Martin Begley NBC - featured players; uses no names.
Big Story 9:30pm Alt Fri NBC	Bernard Prockter	Ann Howard at Prockter Prod'ns, 221 W 57 - use featured players, no names.
Big Town 9:30 Thu CBS	David Rich CBS	Mike Mead at CBS, 25 Vanderbilt Ave - uses supporting players to two regulars.
The Clock 9:30 Alt Fri NBC	Herbert Swope NBC	Bill Kaufman at NBC - uses featured players but no names.
Danger 10pm Tue CBS	Charles Russell CBS	Robert Fryer at CBS, 25 Vanderbilt Ave - uses stars with supporting players
Famous Jury Trials 9pm Wed DuM	John Clark Transamerican	Charles Harrell at Transamerican, 1 E 54 - uses featured players, no names
Ford Theater 9pm Alt Fri CBS	Garth Montgomery K&E	Marion Robertson at Kenyon & Eckhardt, 247 Park Ave - uses stars with supporting cast
Hands Of Mystery 9pm Fri DuM	Pat Fay DuM	Elizabeth Mears at DuM - uses featured players, no names
Gabby Hayes Show 5pm Sun NBC	Vincent Donehue NBC	Vincent Donehue - uses supporting players for dramatic sequences
I Cover Times Square 10pm Thu ABC	Harold Huber 145 W 58	Pat Walker at Wm Morris, 1270 Sixth Ave - uses supporting players, no names
Martin Kane 10pm Thu NBC	Frank Burns Kudner	Mickey Alpert at Kudner, 724 Fifth Ave - uses 1 guest star & supporting players.
Kraft Theater 9pm Wed NBC	Stanley Quinn & Maury Holland JWT	Marion Dougherty at J. Walter Thompson, 420 Lexington Ave - uses featured players only
Lights Out 9pm Mon NBC	Herbert Swope NBC	Martin Begley at NBC - uses 1 star with supporting players

PROGRAM, TIME, STA	PRODUCER	CONTACT & PEOPLE USED
	DRAMATIC PROGRAMS (Continued)	
Lucky Strike Theater 9:30pm Alt Mon NBC	Robt Montgomery NBC	Joan MacDonald at Neptune Prod'ns, 30 Rock Pl - uses stars with supporting players
Lux Video Theater 8pm Mon CBS	Calvin Kuhl JWT	Harold Loeb at J. Walter Thompson, 420 Lex - uses 1 or 2 stars with supporting cast
Magic Cottage 6:30 Mon-Fri DuM	Bill Marceau DuM	Hal Cooper & Elizabeth Mears at DuM - uses featured players for dramatic sequences
Man Against Crime 8:30pm Fri CBS	Edw Montagne Esty	Montagne & Melville Burke at Esty, 100 E 42 1 name with supporting cast
Somerset Maugham Theater 9pm Wed CBS	Martin Ritt CBS	Martin Ritt at CBS, 485 Madison Ave - uses stars with supporting players
Nash Airflyte Theater 10:30pm Thu CBS	Marc Daniels 44 W 63	Marc Daniels - stars & supporting players (Dave Pressman & Alex March after Dec 21)
Philco Playhouse 9pm Sun NBC	Fred Coe NBC	Alex March at Talent Assoc, 150 E 52 - uses stars with supporting players - until Dec 21
The Plainclothesman 9:30pm Wed DuM	John Clark Transamerican	Sean Dillon at Transamerican, 1 E 54 - uses featured players; no names.
Prudential Playhouse 8pm Alt Tue CBS	Donald Davis CBS	Mike Mead at CBS, 25 Vanderbilt Ave - uses stars with supporting players
Pulitzer Prize Playhouse 9pm Fri ABC	Ed Peterson Y&R	Jerry Stagg at Wm Morris, 1270 Sixth Ave - uses stars with supporting players
Ellery Queen 9pm Thu DuM	Norman & Irving Pincus	N & I Pincus, 1697 Bway - use regular cast and supporting players
Rocky King 9:30pm Fri DuM	Stark-Layton 551 Fifth	Elizabeth Mears at DuM - uses regular cast and supporting players
Billy Rose Show 9pm Tue ABC	Jed Harris 1697 Bway	Robert Milford at MCA, 598 Madison Ave - uses stars with supporting players
Starlight Theater 8pm Alt Thu CBS	Martin Ritt CBS	Robert Fryer at CBS, 25 Vanderbilt Ave - uses stars with supporting players
Studio One 10pm Mon CBS	Worthington Miner CBS	Robert Banker at CBS, 485 Madison Ave - uses 1 star with supporting players
Sure As Fate 8pm Tue CBS	Carl Frank CBS	Archer King at CBS, 25 Vanderbilt Ave - uses featured players only
Suspense 9:30pm Tue CBS	Robert Stevens CBS	Marion Lasky at CBS, 485 Madison Ave - uses featured players only
Trapped 8:30pm Fri WOR	Harvey Marlowe WOR	Harvey Marlowe - uses featured players

Program, time, day	Program	Contact & Phone (CST)
Saturday morning (continued)		
Lady Lynn Theater Sylvia all Mon 800	Mark Wednesday 800	Jack McDonald or Stephen Sweeney, 77 Lake St. - uses slides with supporting display
Jay Flyer Theater Sylvia Sat 1000	Calvin Ott/ AKT	Mandy Lane of J. Ability Computers, 50 Jay, uses 1 or 2 slides with supporting case
Mark Cutler Sylvia 1030-1115 Sat	Jill Martin TBA	Sal Cooper 3 Lilacwood Drive at Sat - uses (slides) - photos for display - projector
Sat Matinee Show Sylvia 1115 Sat	Sam Stallman Sat	Dorrance 1 Gaylile Drive at Sat, 10 3 or 1 uses slide supporting cast
Lucerne Kaufman Theater Sylvia Sat 1200	Martin Ott 800	Sherie Bill at 1000, 150 Bedford Ave - uses photo with supporting display
Sat Little Theater Sylvia Sat 1200	Jean Daniels M W F	Mary Daniels - Jerry 2 supporting displays Jerry Freeman 1 Lake Avenue after Sat 1215
Lilly Cinema Sylvia Sat 1200	Tom Sam Sat	Alex Mann at Jackie Amber, 120 E 50 - uses photo with supporting display - only 1 Sat at
Sat Video Center Sylvia Sat 1200	Jim Sam Sat	Jean Allen or Demonstration, 1 E 34 - uses featured display on camera
Lucerne Kaufman Sat Sat Sat 1200	Joseph Lewis Sat	Mike Ward at 1000, 75 Cambridge Ave - uses slide with supporting display
Military Film Festival Sat Sat Sat 1200	Dr Patterson Sat	Jerry Young at 4a Jewels, 3100 Sixth Ave - uses slide with supporting display
Elliot Cinema Sat Sat 1200	Brown & Irving Sat	B & I Theory, 1007 Bway - use regular cast and supporting display
Lucky Star Sylvia Sat 1200	Jerry-Lynne Sat after	Elizabeth Jones at 567 - uses regular cast and supporting display
Lilly Cine Film Sat Sat Sat	Sal Jerry 1007 Bway	Albert Milton at 414, 500 Madison Ave - uses slides with supporting display
Sylvia Theater Sat Sat Sat 1200	Martin Ott 800	Robert Joyce at 1000, 30 Woodcliff Ave - uses slides with supporting photos
Lucky Lyn Sat Sat 1200	Wednesday Noon 800	Robert Fisher at 1000, 500 Madison Ave - uses 1 slide with supporting photos
Jane Ja Pete Sat Sat Sat	Judy Ryan 800	Archer King at 1000, 95 Woodcliff Ave - uses featured photos only
Matinee Sylvia Sat 1200	Robert Jerome Sat	Warren Lake at 1000, 800 Madison Ave - uses (Fashion) slides only
Grand Sylvia Sat 1200	Harry Martin 800	Harry Martin - uses featured photos

PROGRAM, TIME, STA	PRODUCER	CONTACT & PEOPLE USED
DRAMATIC PROGRAMS (Continued)		
Treasury Men in Action 8pm Mon ABC	Everett Rosenthal Prockter Prod	Ann Howard at Prockter Prod'ns, 221 W 57 - uses featured players only
The Web 9:30 Wed CBS	Franklin Heller CBS	Archer King at CBS, 25 Vanderbilt Ave - uses featured players only
We The People 8:30pm Fri NBC	Dan Seymour Y&R	Preston Wood & Larry Roemer at Young & Rubicam, 285 Madison - uses dramatic bits & personality principals
SERIALS		
Aldrich Family 7:30pm Sun NBC	Lester Vail Y&R	Pat Walker at Wm Morris, 1270 Sixth Ave - uses supporting players
Burns & Allen 8pm Alt Thu CBS	Ralph Levy Algonquin Htl	Ralph Levy - uses supporting players
Captain Video 7pm Mon-Sat DuM	Ben Fox, DuM	Elizabeth Mears at DuM - uses supporting talent
Tom Corbett 6:30pm Mon-Wed-Fri ABC	Leonard Carlton K&E, 247 Park	Mort Abrams at Rockhill Prod'ns, 18 E 50 - uses supporting players (move from CBS Dec)
The Goldbergs 9:30pm Mon CBS	Worthington Miner CBS	Gertrude Berg at CBS, 485 Madison Ave - uses supporting players
Leave It To Papa 7:30pm Thu WPIX	N. Consentino WPIX	N. Consentino - uses supporting players
Mama 8pm Fri CBS	Ralph Nelson CBS	Doris Quinlan at Carol Irwin Prod'ns, 277 Park Ave - uses supporting players
Mr. & Mrs. Mystery 7:15pm Tue-Sat WOR	Harvey Marlowe WOR	Harvey Marlowe - uses supporting players
One Man's Family 7:30pm Sat NBC	Dick Clemmer NBC	Dick Clemmer - uses supporting players
Buck Rogers 8:30 Tue ABC	Carroll Bagley MCA	Babette Henry at ABC, 7 W 66 - uses supporting players
COMEDY-VARIETY-MUSICAL		
At Home Show-Earl Wrightson 11pm Mon CBS	Franklin Heller CBS	Florence Friedman at CBS, 485 Madison Ave uses female vocalists as guests
Broadway Open House 11pm Mon-Fri NBC	Doug Coulter NBC	Hal Friedman at NBC - comic-MC's being auditioned now to alternate with J Lester
Jack Carter Show 8pm Sat NBC	Ernie Glucksman NBC	Sam Fisher at NBC & David Shapiro at Wm Morris, 1270 Sixth - uses top name guests

[illegible], INC. DIA	PRODUCT	CONTACT & SPECIAL USES
[illegible] (Continued)		
[illegible] Non In Action [illegible]	Cheese Processed [illegible] Processor Food	Jan Hoover at Producers Ind'ns, [illegible] [illegible]
[illegible] [illegible]	Quality Dairy [illegible]	Larger Ring or [illegible], [illegible] [illegible]
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Kirby Paper [illegible]	Letter Pad [illegible]	For [illegible] or on Marvin, [illegible]
[illegible] [illegible]	Daily Tray [illegible]	Daily Lace - [illegible]
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[illegible] [illegible]	Laundry Detergent [illegible]	Most Lacie in Monsanto [illegible]
[illegible] [illegible]	Aluminum [illegible]	Aluminum Fans at [illegible]
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[illegible] [illegible]	Laundry Products [illegible]	Laundry Products - [illegible]
[illegible] [illegible]	Tuna Cleaner [illegible]	Tuna Cleaner - [illegible]
[illegible] [illegible]	Carnival Equipt [illegible]	Carnival Equipt at [illegible] - [illegible]
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[illegible] [illegible]	Ferrell Corporation [illegible]	Ferrell Corporation on [illegible]
[illegible] [illegible]	Tuna Canning [illegible]	Tuna Canning at [illegible] - [illegible]
[illegible] [illegible]	Grain Elevator [illegible]	[illegible] Elevator at [illegible]

PROGRAM, TIME, STA	PRODUCER	CONTACT & PEOPLE USED
	VARIETY PROGRAMS (Continued)	
Cavalcade of Bands 9pm Tue DuM	Milton Douglas Prod Adv Corp	Ben Piermont at Product Adv Corp, 215 4th Ave - uses 1 band, comedians, dancers
Cavalcade of Stars 10pm Fri DuM	Milton Douglas Prod Adv Corp	Ben Piermont at Product Adv Corp, 215 4th Ave - uses comedians, dancers, vocalists
Colgate Comedy Hour 8pm Sun NBC		All use name guests, dancers, vocalists
Allen & Cantor	Charles Friedman NBC	Harry Kalcheim, Bert Swift, Bernie Seligmar at Wm Morris, 1270 Sixth Ave
Bobby Clark	Michael Todd	Sammy Lambert, 1681 Bway
Bob Hope	Danny Dare NBC	Doris Sharp at TV Casting, Inc, 2 W 47
Alan Dale Show 11pm Tue DuM	Albert Black 1270 Sixth	Albert Black - uses singers, comedians
Art Ford 9pm Fri WPIX	Louis Ames & H.Halpern WPIX	Ames & Halpern - showcase for vocalists & instrumentalists & publicity appearances
Four Star Revue 8pm Wed NBC		All use name guests, dancers, vocalists
Wynn & Durante	Joe Santley NBC	Hal Kemp at Wm Morris, 1270 Sixth Ave
Danny Thomas	Leo Morgan at Wm Morris	Hal Kemp at Wm Morris, 1270 Sixth Ave
Jack Carson	Coby Ruskin	Jack Green at MCA, 598 Madison Ave
Godfrey & Friends 8pm Wed CBS	Jack Carney CBS	Esther Stoll at CBS, 485 Madison Ave - uses names & singers, dancers, comedians
Hold That Camera (off 12/15) 8:30pm Fri DuM	Richard Gordon for World Video	Helen Keane at MCA, 598 Madison Ave - uses 1 singer, 1 dancer, 1 comedian weekly
Holiday Hotel 9pm Thu ABC	Monte Proser Algonquin	Proser & James Sheldon at Y&R, 285 Madison uses 1 name guest weekly
Bee Kalmus' Orchid Room 11pm Sun ABC	Jack Beekman Tele-Scope	Harry Bobley at Tele-Scope Prod'ns, 9 W 57 uses names, singers, dancers, comedians
Kay Kyser Show (off 12/28) 9pm Thu NBC	Perry Lafferty Htl Wellington	Helen Keane at MCA, 598 Madison Ave - uses name singers & dancers
Little Show-John Conte 7:30pm Tue, Thu NBC	Lindsay McHarrie Calkins & Holden	Bob Smith at Calkins & Holden, 247 Park Ave Uses female vocalists
Midnight Snack 11pm Mon-Fri CBS	Rick Leighton CBS	Charlotte Armstrong at CBS, 485 Madison Ave publicity shots for variety talent
Mohawk Showroom 7:30pm Mon,Wed,Fri NBC	George Nelson	Helen Keane at MCA, 598 Madison Ave - uses musical artists
Arthur Murray Show 9pm Sun DuM	Vic McLeod 342 Madison	Charles Wick at the Arthur Murray Studio, 342 Madison Ave - uses top name guests
Ken Murray Show 8pm Sat CBS	Ken Murray	Stanley Poss at CBS, 485 Madison Ave - use top name talent

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PROGRAM, TIME, STA	PRODUCER	CONTACT & PEOPLE USED
	VARIETY PROGRAMS (Continued)	
Musical Comedy Time 9:30pm Alt Mon NBC	Bernard Schubert 509 Madison	Bernard Schubert - uses name singers & comedians
Penthouse Party 10pm Fri ABC	Lester Lewis 1 Christopher	Lester Lewis - uses variety talent & personalities
Peter Lind Hayes Show 8:30pm Alt Thu CBS	Allen Ducovny K&E	Allen Ducovny at Kenyon & Eckhardt, 247 Park Ave - uses name variety talent
Robbins Nest 11pm Fri ABC	Ward Byron ABC 7 W 66	Ward Byron - showcases 1 name music guest & 1 featured music guest
The Show Goes On 8pm Thu CBS	Lester Gottlieb CBS	Penny Morgan at CBS, 485 Madison Ave - uses young variety talent
Showtime, USA 7:30pm Sun ABC	Vinton Freedley ANTA	Radie Harris & Rose Tobias at ANTA, 245 W 52 - uses name variety & dramatic talent
Frank Sinatra Show 9pm Sat CBS	Jack Donahue CBS	Archer King at CBS, 25 Vanderbilt Ave - uses top variety names
Star Time 10pm Tue DuM	Phil Rapp	Sol Leon & Joe Wolfson at Wm Morris, 1270 Sixth Ave - use comics, musical talent
Stop The Music 8pm Thu ABC	Chas Henderson Cowan	Al Hollander at Cowan Prod'ns, 485 Madison Ave - uses 1 top name weekly
Texaco Theater-Berle 8pm Tue NBC	Arthur Knorr	Mickey Alpert at Kudner, 724 Fifth & Leo Morgan at Wm Morris, 1270 Sixth - uses acts & personalities
This Is Show Business 7:30pm Sun CBS	Irving Mansfield CBS, 485 Mad	Irving Mansfield - uses 1 personality as guest panelist, top variety talent
Toast Of The Town 8pm Sun CBS	Marlo Lewis CBS 485 Madison	Marlo Lewis - uses top name variety talent & personalities
Versatile Varieties 9pm Fri NBC	Charles Basch	Frances Scott at Basch Prod'ns, 17 E 45 - uses variety talent
Paul Whiteman Show 7pm Sun ABC	Ward Byron ABC Wm Brown Y&R	Byron & Brown - use top name vocalists & personalities
Your Show Of Shows 9pm Sat NBC	Max Liebman	Harry Kalcheim at Wm Morris, 1270 Sixth Ave & Jess Kimmell at Liebman Prod'ns, 130 W 56 use 1 name guest MC weekly

PROGRAM, TIME, STA	PRODUCER	CONTACT & PEOPLE USED
	TALENT PROGRAMS	
Hollywood Screen Test 7:30 Mon ABC	Lester Lewis 1 Christopher	Lester Lewis - uses 1 name guest as lead & 2 young actors for tests
Original Amateur Hour 10pm Tue NBC	Lou Goldberg Reemack Prod	Goldberg & Lloyd Marks at Reemack Prod'ns, 527 Fifth Ave - use amateurs
Talent Parade 8pm Thu WOR-TV	Nat Rudich Gainsborough	Skouras Theater Managers - use amateurs
Talent Scouts-Godfrey 8pm Thu CBS	Jack Carney CBS	Esther Stoll at CBS, 485 Madison Ave - uses young variety talent
Talent Search 10:30pm Mon NBC	Kermit Schafer 112 E 37	Application blanks at Vim's Stores - uses amateurs
	INTERVIEW PROGRAMS	
Dinner At Sardi's 7:30pm Wed WOR-TV	Gary Stevens	Hank Leeds, LO 4-0800 - uses theatrical personalities
Eloise Salutes The Stars 7:30pm Tue DuM	Lester Lewis 1 Christopher	Lester Lewis - uses showbiz names, authors, musicians & other personalities
Faye Emerson Show 7:45pm Tue,Thu,Sat	Gil Fates JU 2-4217	Arnold Peyser, JU 2-4217 - uses name personalities (show goes to ABC 7:15 Mon,Wed, Fri on Dec 25)
The Fitzgeralds		See Daytime Programs
Eva Gabor 8pm Fri ABC	Hardie Freiberg 270 Park	Fluff Blome at the Freiberg Office - uses personalities from Bway productions
Luncheon At Sardi's		See Daytime Programs
Manhattan Spotlight 7:30pm Mon,Wed,Fri DuM	Chuck Tranum DuM	Verne Tranum at DuM - uses people who can present interesting visual demonstrations
Most Important People 7:30pm Wed, Fri DuM	Eleanor Larson Federal Adv	Helen Keane at MCA, 598 Madison Ave - uses musicians & singers
Eleanor Roosevelt 3:30pm Sun NBC	Martin Jones Park Sheraton	Henry Morganthau III at the Martin Jones office - political & industrial leaders
Stork Club 7pm Mon-Fri CBS	Mike Dutton PL 3-1940	Eleanor Kilgallen, 595 Madison Ave - theatrical personalities primarily
Tex & Jinx 6:30pm Mon-Fri NBC	Kay Elliott NBC	Kay Elliott - personalities from literaty & music fields, showbusiness, politics

PROGRAM, TIME, STA	PRODUCER	CONTACT & PEOPLE USED
PANEL QUIZ SHOWS		
Celebrity Time 10pm Sun CBS	Richard Lewine World Video	Bob Mayberry & Lee Wallace at World Video, 15 E 47 - uses show business, literary name
Leave It To The Girls 7pm Sun NBC	Martha Rountree 570 Lexington	Joan Sinclair at Rountree's office - 1 mal & 1 female personality
Twenty Questions 8pm Fri ABC	Gary Stevens LO 4-0800	Gary Stevens - name personalities
What's My Line 10:30pm Sun CBS	Goodson-Todman 49 E 52	Bob Bach at Goodson-Todman - uses show business, literary & sports figures
Who Said That 10:30pm Mon NBC	Fred Friendly NBC	J. G. Gude at NBC - theatrical celebrities
FORUMS		
Capital Cloakroom 5pm Sun from WTOP, Wash	Leon Levine CBS	Leon Levine - political figures & economists
Meet The Press 4pm Sun NBC	Martha Rountree 570 Lexington	Martha Rountree - panel of reporters & publicity shot for personality in the news
People's Platform 5:30pm Sun CBS	Leon Levine CBS	Leon Levine - uses industrialist, political figures, ecomonists
DAYTIME PROGRAMS		
Margaret Arlen 11:20am Mon-Fri CBS	Bill Allyn CBS	Betty Lee at CBS, 485 Madison Ave - publicity shots for personalities; also uses products of interest to homemakers
Poppy Cannon Show 6:30pm Mon ABC	Keith Brown ABC	Gwen Campbell, AL 5-1510 - uses people in the news, show business & literary figures Jean Ladd, AL 5-1510 - interested in new gadgets, foods, accessories, equipment
Tiny Fairbanks At Home 12:15pm Tue WOR-TV	Roger Bower WOR	Bower & Fairbanks - showcases variety talent
Fashion Magic 3:30pm Mon, Fri CBS	Bob Mayberry World Video	Lee Wallace at Affiliated Artists, 15 E 47 fashion, entertainment & personality guests
First Hundred Years 2:30pm Mon-Fri CBS	Hoyt Allen B&B	Hoyt Allen at Benton & Bowles, 444 Madison-uses supporting cast of dramatic actors
The Fitzgeralds 11:30am Mon-Fri ABC	John Hade Hotel Pierre	John Hade - name show business, literary personalities for publicity shots
Kitchen Fare 11pm Mon-Fri DuM	Bob Loewi DuM	Bob Loewi - publicity shots for guest experts; also open to new food products & utensils

DAYTIME PROGRAMS (Continued)

PROGRAM, TIME, STA	PRODUCER	CONTACT & PEOPLE USED
Luncheon At Sardi's 12:30pm Mon-Fri WOR-TV	Gary Stevens	Sid White, LO 4-0800 - uses show business celebrities
Zeke Manners 3pm Mon-Fri ABC	Kay Bardsley ABC	Marge Fisher at ABC, 7 W 66 - publicity shots for singers, theatrical personalities
Market Melodies 12:30pm Mon-Fri ABC	Art Modell ABC	Milton Roberts at ABC, 7 W 66 - publicity shots for public figures, variety talent
Meet Buddy Rogers 1pm Mon-Fri WOR-TV	Nat Rudich Gainsborough	Shirley Graf at Gainsborough Assoc, 234 W 44 - variety talent & personalities
Meet Your Cover Girl 3:30pm Tue, Wed CBS	Stanley Poss CBS	Stanley Poss at CBS, 485 Madison Ave - publicity shots for models, fashion authorities
Garry Moore Show 1:30 Mon-Fri CBS	Herbert Sanford CBS	Herbert Sanford at CBS, 485 Madison Ave - uses variety talent, comedians
Mr. & Mrs. Shopping 11am Mon-Fri WOR-TV	Clay Yurden WOR	Richard Bernstein at WOR - publicity shots for talent, manufacturers of new items Ann Russel at WOR - open to interesting new gadgets, products (no foodstuffs)
The McCanns 11:30am Tue,Wed,ThuWOR	Harvey Marlowe WOR	Alfred McCann, LE 2-3058 after 1pm - publicity shots for home service experts
Josephine McCarthy Show 1pm Mon-Fri NBC	Mole & Lee 105 W 55	Blanche Lee - occasional publicity shots for home service experts, personalities
Kathi Norris 12 N Mon-Fri NBC	Babs Doniger Wilbur Stark	Myrtle Layton at Stark Prod'ns, 510 Madison celebrities & guest experts for visual demonstrations
OKay Mother 1pm Mon-Fri DuM	Aaron Steiner DuM	Jean Bach at DuM - publicity shots for mother or wife of prominent personality
Bert Parks Show 3:30pm Mon,Wed,Fr NBC	Sherman Marks Cowan	Manny Reiner at Cowan Prod'ns, 485 Madison Ave - publicity shots for people with unusual occupations; also occasional names.
Robert Q's Matinee 2:45pm Mon-Fri CBS	Lester Gottlieb CBS	Peggy Springstead at CBS, 485 Madison Ave - uses dancers & novelty acts
Sally Smart's Kitchen 10:30am Mon-Fri WOR-TV	J. C. Beckham Mod Home Serv	Nancy Rowe at Modern Home Services, 52 Vanderbilt Ave - guest cooking experts(publ)
Kate Smith Show 4pm Mon-Fri NBC	Barry Wood NBC	Roger Carlin at MCA, 598 Madison Ave - uses dancers, comedians, dramatic names
Ted Steele Show 2pm Mon-Fri WPIX	Ted Estabrook WPIX	Mike Mepzer ar WPIX - uses show business, sports, literary, political figures
Vanity Fair 4:30pm Mon-Fri CBS	Dorothy Doan CBS	Lee Sherry & Virginia Schone at CBS, 485 Madison - publicity shots for fashion, literary & personalities Shirley Reeser at CBS - new products, etc

PROGRAM, TIME, DAY	PRODUCER	CONTENT & STYLE USED
DAYTIME PROGRAMS (Continued)		
Lucille M. Smith's 12:30pm Mon-Fri WGR-TV	Gary Stevens	2nd Avile, LD 4-0800 - Vega Vom Business celebrities
Tom Kennedy 1pm Mon-Fri ABC	Ray Bandeiny ABC	Barge Finder at 60, T V 60 - Publicity stunts for singers, theatrical personalities
Garden Delights 1:15pm Mon-Fri ABC	Art Modell ABC	Million Gardens at ABC, T V 60 - Publicity shots for public figures, nearly taken
Your Lucky Numbers 1pm Mon-Fri WGR-TV	Ben Swaim Gainsborough	Shirley Leaf at Gainsborough Lingerie, TV 4 - Variety talent & personalities
Just Just Jones (Tri) 3:30pm Tues, Wed WGR	Stanley Fox CBS	Stanley Jones at CBS, high ratings are - multi-million shows for sponsors, Tuesday afternoon
Variety Queen Show 1:30 Mon-Fri ABC	Gerhart Rankard ABC	Mrs Gary Gardner at ABC, high ratings are - case variety talent, comedians
Mr. & Mrs. Bingham 11am Mon-Fri WGR-TV	Clay Tuggle WGR	Jamaica Ferryboats at WGR - publicity shots for singers, musicians at new items Ken Pickel at WGR - open to interesting new products, investors (no commercial)
The Pictures 12:15pm Tues,Thurs WGR	Harvey Sherlowe WGR	Alfred Mercer, 12 W-2000 after 4pm - publicity shots for home movies
Community Recording Show 1pm Mon-Fri ABC	Dale & Lee ABC	Dakota Inn - occasional publicity shots for home recording experts, personalities
Bell Jewels 12 N Mon-Fri ABC	Ben Tarzan Wilson Stone	Myrtle Lanton at Stone Prod Inc, 310 Madison - publicities & photo shots for stars, personalities
The Dinner 5pm Mon-Fri DWF	Aaron Frantor DWF	Open door at DWF - publicity shots for history or life of prominent personality
Jerry Lewis Show 3:30pm Mon,Wed,Fri ABC	Gerhard Parks Cowan	Jerry Lewis at Cowan Productions, Hollywood - publicity shots for stars, personalities, also contributing shows
Friday Jr Matinee 2:30pm Monthly CBS	Lester Corbett CBS	Friday Jr Matinee at CBS, WGR Matinee are - news department & publicity shots
Julia Lawrie Dance 1pm Mon-Fri WGR-TV	J. H. Buckner Hot Lamp Club	Dance Club at Buckner Dance Studio, Inc Tonawanda Ave - dance publicity shots
Dave Smith Show 2:15pm Mon-Fri ABC	Barry Wood ABC	Hayes Cousin at ABC, TV Matinee - news interviews, comedians, Hollywood news
The Jennie Lynn 1pm Mon-Fri WGR	Ted Lundgren WGR	Miss Jennie at WGR - time interviews, sports, literary, political leaders
Tuesday Night 7:30pm Tues-Fri CBS	Sandra Dean CBS	Lee Sawyer & Virginia Hooper at CBS, CBS Matinee - publicity shots for theatre, literary & personalities Shirley Gaynor at CBS - open projects, etc
[illegible]		

PROGRAM, TIME, STA	PRODUCER	CONTACT & PEOPLE USED

DAYTIME PROGRAMS (Continued)

Barbara Welles 10pm Mon-Fri WOR-TV	Mende Brown WOR	Sandy Sielcken at WOR - uses show business names, literary figures Lucy Davis at WOR - publicity shots for home service experts
Your TV Shopper 9:30am Mon-Fri DuM	Miss Duncan MacDonald DuM	Jean Irwin at DuM - publicity shots for guest experts; also uses moderately-priced items of interest to housewife

MAKE YOUR OWN ADDITIONS HERE

Our list is as complete as we could make it at time of publication. If you can advise of corrections, additions, or deletions, we would appreciate knowing them.

EXTRA COPIES OF THIS ISSUE - $3 to subscribers
$5 non-subscribers

December 11, 1950

SUBSCRIBERS SHOULD FURNISH PACKAGES AVAILABLE

As part of our December 24th issue will be a list of program packages available. Subscribers should fill out this form and return it to us by December 15. Space limitations prevent our carrying more than 3 packages per firm.

PLEASE MAIL TO ROSS REPORTS...551 FIFTH AVENUE, N.Y. 17

Name of Firm.....Address.....Phone.....

Title of Program.....Contact for Firm.....

Length of Program(minutes).....No. times per week.....Cast and/or Writer.....

.....

Format.....

Price Range.....per show; and/or.....per week

Any History(on the air, rating, etc).....

(# 2)

Title of Program.....Length(minutes).....

No. times per week.....Cast and/or Writer.....

.....Format.....

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History(rating, kine, on air, etc).....

Price Range.....per show; amd/or.....per week

(# 3)

Title of Program.....Length(minutes).....

No. times per week.....Cast and/or Writer.....

.....Format.....

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History(rating, kine, on air, etc).....

Price Range.....per show; and/or.....per week

**We have had many requests from Agencies and Sponsors for this list of Packages Available. Independents and Stations are urged to submit in as complete detail as possible. Film people only actual packages in bulk.

Ross Reports

ON TELEVISION PROGRAMMING

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ED & PUB: Wallace A. Ross
RESEARCH: Emily J. Jordan

VOL. 2 NO. 9
SUPPLEMENT B

DECEMBER 10-16, 1950

THIS WEEK -- DEBUTS, HIGHLIGHTS, CHANGES

Sun(10) - CBS(Ch 2) 6-6:30pm; DEBUT - Bigelow Theater; from WCBS-TV to E&MW Nets; filmed drama stories for TV (see Talent Showsheet); Sponsor - Bigelow-Sanford Carpet Co; Agency - Young & Rubicam; Produced in cooperation with Jerry Fairbanks, Hollywood; Directors - Frank Telford & Frank Woodruff, Y&R.

WOR(Ch 9) 10am-7pm; HIGHLIGHT - Santa Claus Day; on WOR-TV only; second marathon featuring telephone conversations with kids, films & cartoons; Station which is normally dark on Sundays opens up especially for this show.

Mon(11) - NBC(Ch 4) 5:15-5:30pm Mon, Wed, Fri; DEBUT - The Gabby Hayes Show; from WNBT to 39 sta E&MW Nets; Gabby Hayes introducing & narrating off-screen some of his Hollywood westerns; Sponsor - Quaker Oats; Agency - Sherman & Marquette; Supervisor - Stuart Ludlum, S&M; Packager - Martin Stone;"Panhandle Pete" remains on Tue & Thu.

LAST WEEK'S ARRIVALS, CHANGES, HIGHLIGHTS

CBS -- Margaret Arlen Show; changed time to 10:15-10:55am Mon-Fri.
Army & Navy Basketball Games; 2:15-4pm Sat; Vin Scully commenting; Prod'n Supervisor - Judson Bailey CBS; debuted on December 9.

PIX -- Captain Glenn's Bandwagon; 2:30-5:30pm; special Xmas appeal for toys for the underprivileged N. Y. kids; Ronald Reagan, Jimmy Powers, Cliff Edwards & Freddie Bartholemew aiding the appeal on December 9.
Junior Talent Time; 2-2:30pm Sat debuted December 9; juvenile talent show with MC Danny Webb; Sponsor - Republic TV Stores; Agency - Product Services Group; Producers - Les Perry & Nat Lorman at Product Services Group.

WOR -- Jimmy Jemail, the Inquiring Sports Reporter; 8:30-8:45pm Sat; debuted Dec 9; features ringside interviews at Ridgewood Arena.

THIS ISSUE

Our list of Packages Available is almost complete but still open to subscribers, who should send in their information before December 15.

PROGRAM	NET	TIME	GUESTS
			FRIDAY DECEMBER 8
Eva Gabor Show	ABC	8-8:15pm	Cobina Wright
Hold That Camera	DuM	8:30-9pm	Andy & Della Russell; Johnny Morgan, comic; Raymond Chase, concertinist
Versatile Varieties	NBC	9-9:30pm	Lon Chaney; David & Amorah. comedy-dancers; Rusti Parker, singer
We The People	NBC	8:30-9pm	1950 All-American Football Team
			SATURDAY DECEMBER 9
Jack Carter	NBC	8-9pm	Edward Arnold; Martha Wright, singer
Ken Murray	CBS	8-9pm	Diana Lynn; Andy & Della Russell; Danny Negrin, dancer
Arthur Murray	DuM	9-10pm	Sarah Churchill; Tommy Tucker & orch; Harvey Stone; Sons of the Pioneers, Western singers; Bob Russell, singer-comedian; Carl Kimbrough, singer
Show of Shows	NBC	9-10:30pm	Melvyn Douglas, guest MC
Frank Sinatra	CBS	9-10pm	Jackie Gleason; June Hutton; Joe Bushkin
			SUNDAY DECEMBER 10
Bigelow Theater	CBS	6-6:30pm	The Sum of Seven - orig by Robert Meade; with Victor Jory, Virginia Welles, Robin Hughes, Anabelle Shaw, Sheldon Osborne
Celebrity Time	CBS	10-10:30pm	Ken Murray; Nancy Kelly
Colgate Comedy Time	NBC	8-9pm	Tickets Please with Grace & Paul Hartman, Tommy Wonder, Jack Albertson, Dorothy Jarnac, Patricia Bright, Bill Norvas & the Upstarts
Leave It To The Girls	NBC	7-7:30pm	Sandra Ingram, designer; Ed Fitzgerald
Philco Playhouse	NBC	9-10pm	Bonanza - by Ben Martin; adapted by Stephen de Baun; with Stanley Ridges, Dan Morgan, William Kemp, Alfreda Wallace, Johnny Stewart, Anne Ives, Frank Tweddell
Showtime, USA	ABC	7:30-8pm	Ilona Massey, Bert Wheeler, Ronald Reagan, Geraldine Brooks
This Is Show Business	CBS	7:30-8pm	Leueen McGrath, Henny Youngman
Toast Of The Town	CBS	8-9pm	Mimi Benzell; Buster Keaton; Jack Leonard, comedian; Eddie Fisher, singer
Paul Whiteman	ABC	7-7:30pm	Jane Froman; Eadie & Rack

PROGRAM	DAY, TIME	SHOWING
	FRIDAY PROGRAM A	
The Cheaper Sins	ABC 8-11:15pm	Robina Wright
Gold Rush Queen	NBC 8:30-10pm	Judy & Julie Rosenfil; Jimmy Morgan, comic; Raymond Burke, concertmaster
Frontier Territory	ABC 9-9:30pm	Jim Chaney; David & Marvin, comedy-dancers; Bill Carter, singer
We The People	NBC 8:30-9pm	Two All-American Football Teams
	SATURDAY PROGRAM 1	
Jack Carter	NBC 8-9pm	Steven Arnold; Martha Wright, singer
Jan Murray	CBS 8-9pm	Diane Lynn; Judy & Julie Rosenfil; Tommy Sugden, magician
Arthur Murray	NBC 9-10pm	James Cavanaugh; Tommy Tucker & band; Harry Stone; Jane of the Fitzmarts, western singers; Bob Russell, singer-comedian; Joni Elsbrough, singer
Show of Shows	ABC 9-10:30pm	Melyn Douglas, guest MC
Frank Sinatra	CBS 9-10pm	Jackie Gleason; Lina Romay; Joe Bushkin
	SUNDAY PROGRAM 10	
Studio Theater	CBS 6-6:30pm	The Sun of Roses - play by Robert Meek; with Vivian Joca, Virginia Wells, Robin Hughes, Angelic Sam, Spencer Osborne
Celebrity Time	CBS 10-10:30pm	Tom Murray; Jenny Daly
Goldie Gowdy Time	NBC 8-9pm	Tickets Please with Gene & Paul Rhythm; Jenny Hughes, jazz Alexander, Dorothy Dupree, Patricia Darling, Bill Morse & the Quartette
Leave It to the Girls	NBC 7-7:30pm	Sammy Jaymes, musicians; Bi Fitzsimmons
Philco Playhouse	NBC 9-10pm	Dreamers - by Ben Martin; adapted by Stephen Ben Smart; with Stanley Ridge, Ben Morgan, William Ben, Alicia Wallace, Nancy Stewart, Anne Lee, Frank Tewkell
Dancing USA	ABC 7:30-8pm	Irene Hurley, Jerr Wheeler, Sheila Brown, Demetrius Frazier
Title To Show Business	CBS 7:30-8pm	Lauren Bacall, Brian Donlevy
Tales Of The Land	CBS 8-9pm	Mitch Ferrell; Sandra Dunlap; Jack Leonard, comedian; Julie Stuart, singer
Paul Whiteman	ABC 7-7:30pm	Jane Freeman; Sally & Jack
[illegible]	[illegible]	[illegible]

PROGRAM	NET	TIME	GUESTS
			MONDAY DECEMBER 11
Fashion Magic	CBS	3:30-4pm	Bill Tabbert; Frederick Fox, designer
Hollywood Screen Test	ABC	7:30-8pm	Otto Kruger, lead; Fran Carlon & Joseph Fallon, tests
Lights Out	NBC	9-9:30pm	Masque - orig Hal C. Hackady; with Estelle Winwood, Gar Moore, Mary Stuart, Lynn Salisbury, Bernice March, Pam Duncan, Francois Grimard
Lux Video Theater	CBS	8-8:30pm	The Lovely Menace - orig & adapted by Eric Hatch; with Mercedes McCambridge, Walter Abel, Mercer McLeod, Dorothy Elder, Sydney Smith, Jean Sincere, Karen Stevens, Elizabeth Dillon
Mohawk Showroom	NBC	7:30-7:45	Cliff Edwards
Musical Comedy Time	NBC	9:30-10:30	Hit the Deck - adapted by David Shaw; with John Beal, Iva Withers, Jack Gilford, Helen Dowdy, Bill McCutchen, Joe E. Marks, Kem Dibbs
Studio One	CBS	10-11pm	Mary Lou - by Mildred Cram; adapted by Catherine Turney; with Mildred Natwick, Jane Seymour, Laura Weber, Joan Wetmore, Ralph Bunker, Ann Shoemaker, Edwin Cooper, George Randolph, Marvin Paige, Norma Amigo
Talent Scouts	CBS	8:30-9pm	Edward Goldman, pianist; Kay Lande, singer, Frank Celenza, singer
Voice of Firestone	NBC	8:30-9pm	Blanche Thebom, mezzo-soprano
			TUESDAY DECEMBER 12
Armstrong Circle Theater	NBC	9:30-10pm	Green Eyes - orig by Leslie Scott; with Judith Evelyn, Tom Helmore, Joyce Matthews, Wyrley Birch
Cavalcade of Bands	DuM	9-10pm	Xavier Cugat; Abbe Lane; Otto & Dulcia Garcia, dancers; George de Witt; Peiro Bros, jugglers
Danger	CBS	10-10:30pm	The Hungry Woman - orig by Ben Radin; with Marsha Hunt, Murvyn Vye, Raymond Branley, Walter Brooke
Eloise Salutes	DuM	7:30-7:45	Howard Richmond, song publisher
Fireside Theater	NBC	9-9:30pm	The Case of Marion Goodwin - orig by Byron Bowen; with Mary Sinclair, Edgar Barrier, Milton Graff, Robert Stevenson, Steve Roberts, Guy Kinsford, Bill Griffith
Little Show	NBC	7:30-7:45	Trudy Richards, singer
Billy Rose Show	ABC	9-9:30pm	One Night More to Go - adapted by Edward Chodorov; with John Loder, Jean Carson, Olive Blakeny
Kate Smith	NBC	4-5pm	Teddy Hale, tap dancer; Harvey Stone

PROGRAM	REF. TIME	CONTENT
MORNING INTERVIEW II		
Fashion Model	CBS 10:00-4pm	Bill Tabbert; Tomorrow's Eve, designer
Hollywood Screen Test	ABC 7:00-8pm	Dick Kroger, host; Bren Farlow & Joann Milton, hosts
Library Cue	ABC 9-1:30am	Charles - Orig Mrs C. Crosby; with Estelle Winwood, Dee Acorn, Mary Stuart, Lynn Salisbury, Bertha Kunzig, Joe Tobias, Prudencia Stewart
Our Miss Brooks	CBS 8-8:30pm	The Lovely Dance - orig a mystery by Eric Brown; with Gerrodie Schaefer, Walter Abel, Harper Wilson, Dorothy Elder, Sidney Smith, Jan Sammers, Joann Gamble, Elizabeth Allen
Mark Saxton	CBS 7:30-7:45	Cliff Edwards
Bridal Lover, The	ABC 8:30-9:00	My Job Dad - adapted by David Shaw; with Glen Saal, Ora Whitney, Jack Gerard, Helen Lowry, Bill Rothlein, Ann Kimball, Ann Lily
Sally Lee	CBS 10-11am	Mystery - by Walter Dunkel; with Ann Gillespie, Charles Dunning, Jack Kelley, Jane Crosby, Laura Weber, Cornelia Wolf, Judy Walker, Jim Schaefer, Edwin Jones, Joseph Kaiser, Ruth Valpa, Norma Dale
Jimmy Fonda	CBS 8:30-9pm	Silent Cabaret, variety, Ken Lynch, Judge, Frank Gallagher, singer
Voice of Experience	ABC 8-8:30pm	Manuel Sabros, marriage-counsel
EVENING INTERVIEWS		
Searching Girls Theatre	ABC 6:30-7pm	Dawn Lee - orig by Julie Scott; with Gerald Evelyn, Tom Watson, Joyce Matthews, Myrtle Bird
Dancers of Japan	Sun 4-4:30pm	David Hugh, Mme Dunn, Otto & Julie Garcia, Dancers; Hugh Ie Vitt; Yelso Bros, Jugglers
Dance	CBS 10-10:30pm	The Happy Queen - orig by Jan Bastin; with Marie Ann, Marvin Lee, Norman Brooks, Walter Brooks
Guide Quiz	Sun 6:30-7:45	Howard Blakeway, song quizzing
Friday Theatre	ABC 8-9:30pm	The Case of Marian Sobieski - orig by Bruno Lessing; with Mary Stewart, Oliver Burton, Allen Graff, Robert Freeman, Pierre Sabatier, Guy Bluntson, Bill Gerrish
Little Cue	ABC 7:30-7:45	Vital Crisis, clinic
Bill's Cue Box	ABC 6-6:30pm	The Little Cure to Do - adapted by Edward Chodorov; with Jack Lester, Jean Carson, Olive Schaefer
Sure Media	ABC 4-5pm	Daily Exact for Concert - Harry Wood
CBS [illegible]		

PROGRAM	NET	TIME	GUESTS
			TUESDAY DECEMBER 12 (Continued)
Sure As Fate	CBS	8-9pm	Nightfall - by David Goodis; adapted by Max Ehrlich; with Chester Stratton, E.G. Marshall, Augusta Dabney
Suspense	CBS	9:30-10pm	The Mallet - by James Hilton; adapted by Mary Orr & Reginald Denham; with Pamela Gordon, Carol Williams, Victor Beecroft
Texaco Star Theater	NBC	8-9pm	Julie Wilson, singer; Peggy Ryan & Ray MacDonald, dance team
			WEDNESDAY DECEMBER 13
Dinner at Sardi's	WOR	7:30-8pm	Russell Nype; Bella Spewack; Cliff Edwards
Godfrey & Friends	CBS	8-9pm	Frank Parker, singer; Vagabonds, vocalists
Kraft Theater	NBC	9-10pm	Michael & Mary - by A. A. Milne; adapted by Eric Hatch; with Felicia Montealegre, John Newland, Peter Fernandez, Anne Frances, Phil Carlyle, Harry Townes, Mark Stone, Francis Robinson
Four Star Revue	NBC	8-9pm	Ed Wynn, MC; Pearl Bailey; Buster Keaton; Ilona Massey; The Barbette Girls, acrobats; Gavin Gordon, actor
Mohawk Showroom	NBC	7:30-7:45	The Chieftains
Kate Smith	NBC	4-5pm	Winik & Maye, comic-dancers; Joey Faye; Bud Carrol & Rose, Western act
Somerset Maugham Theater	CBS	9-9:30pm	Round Dozen - adapted by Cecile Robinson; with Pat O'Malley, Reginald Mason, Basil Langton, Mildred Dunnock, Phoebe Mackay, Jean Blakeley
The Web	CBS	9:30-10pm	Fifty Dollar Reward - by Lawrence G. Blochman; adapted by Robert Wallsten; with Dennis Harrison, Jean Gillespie, Bert Conway, Blaire Davies, Cliff Hall, Holly Holsten, Martin Newman
			THURSDAY DECEMBER 14
Big Town	CBS	9:30-10pm	The Respectable Living Room - orig by John D. Hess; with Haila Stoddard, Eric Dressler, Ted Hecht
Holiday Hotel	ABC	9-9:30pm	Salvatore Baccaloni, basso
Little Show	NBC	7:30-7:45	Sandra Deel, singer
Peter Lind Hayes Show	NBC	8:30-9pm	Edmond O'Brien; Olga San Juan

PROGRAM	WHEN	CHANNEL
Tuesday Morning (continued)		
Come As You	CBS 8-9am	WCBS(TV) - by David Cobb; adapted by Mrs Bailey; with Charles Wanless, E.G. Marshall, Jeanette Nolan
Lorenzo	CBS 9:30-10am	The Valley - by James Hilton; adapted by Mary Orr & Reginald Rose; with Pamela Gordon, Carol Williams, Victor Beaconft
Young Dr. Malone	NBC 8-9am	Julia Wilson, singer; Roger Dann & Pat McDonald, duoon team
Afternoon Broadcasts (2)		
Times of Marilyn	WOR 7:30-8pm	Lowell Thomas; Bulle Pfennig; Cliff Sharpe
Gallery of Fashion	CBS 8-9pm	Paul Lavalle, singer; Tapdance; Rosalind Russell
Bull Market	NBC 9-10pm	Thomas J. Lynn - by E. A. Milne; adapted by Zola Dubin; with Philip Coolidge, John Davison, Peter Fernandez, Jane Fraser, Jill Corkle, Barry Thomas, Mary Shaw, Donald Foster
Four Star Revue	ABC 8-9pm	Ed Gardner, Bob Hope, Jerry Lewis; Martha Raye; Ilona Massey; Joe Sherman Orch, accompanied by Ralph Sutton, guitar
Wonderful Smoke	NBC 11:30-12am	The Celebrities
Dick Smith	NBC 9-10pm	Wynn & Mary, comic-dancers; Joey Faye; Hal Conrad & Bone, musical act
Lawrence Welk Theater	CBS 9-10:30pm	Pabst Blue Ribbon - adapted by Phillip Wolfson; with Pat Cooper, Jerry Lewis, Jerry Lewis, Jerry Lewis, Dancers, Frank Nelson, Jack Kilmer
The Web	CBS 9:30-10pm	Fifty Dollar Mystery - by Lawrence S. Fitzhugh; adapted by Robert Wallsten; with Dennis Morgan, Jean Gillespie, Jack Gilford, Sidney Blackmer, Cliff Robertson, Polly Bergen, Martin Gabel
Thursday Morning (2)		
Big Town	CBS 9:30-10am	The Vanishing Living Dead - via by John G. Beer; with Earle Hodgkins, Eric Sinclair, Jan Rose
Holiday Lady	ABC 9-10am	Holiday Vacation, Mason
Little Jane	NBC 7:30-7:45	Bunny Shell, singer
Every Life Deserves Care	NBC 8:30-9am	Sunshine Station, Clyde Ben Dean

PROGRAM	NET TIME	GUESTS
		THURSDAY DECEMBER 14 (Continued)
Kay Kyser	NBC 9-10pm	Henny Youngman; Joan Blondell; the DeMarco Sisters
Nash Airflyte Theater	CBS 10:30-11pm	The Windfall - by Erskine Caldwell; adapted by Norman Lessing; with Gene Lockhart, Peggy Conklin, Joe Foley, Helen Ray, Mary Loane, Frank Sutton
Kate Smith	NBC 4-5pm	Donald Buka; Edgar Stehli, actor; Frank Marlowe, comedian
Starlight Theater	CBS 8-8:30pm	A Man In The Room - by Vina Delmar; adapted by Catherine Turney; with Janis Carter, Elliott Sullivan, Richard Webb, Charlotte Knight, Anne Summers, Helen Wagner, Olive Templeton, Jimmy Goodwin
Alan Young	CBS 9-9:30pm	Dorothy Shay; Eileen & Elsa Nilsson, vocal duo
		FRIDAY DECEMBER 15
Cavalcade of Stars	DuM 10-11pm	Jan Peerce; Irwin Corey, comedian; Marion Colby, singer
The Clock	NBC 9:30-10pm	The Last Tomorrow - orig by A.J. Russell; with Cloris Leachman, Richard Kiley, Nelson Olmsted, Frank Thomas, Sr, Mary Corbett
Ford Theater	CBS 9-10pm	Alice in Wonderland - by Lewis Carroll; adapted by Lois Jacoby; with Iris Mann, Dorothy Jarnac, Richard Waring, Rex O'Malley, Nydia Westman, Ralph Riggs, LeRoi Operti, Frances Fuller, Biff McGuire, Jack Lemmon
Penthouse Party	ABC 10-10:30pm	Yul Brynner; Nancy Andrews; Butch Cavell
Pulitzer Prize Playhouse	ABC 9-10pm	Bethel Merriday - by Sinclair Lewis; adapted by Edward Eliscu; with Barbara Bel Geddes, Philip Reed, Betty Garde, Logan Field, Rita Duncan, Alexander Clark, Romney Brent, Lulu Belle Clark, Gaby Rogers, Graham Velsey, Doris Smith
Kate Smith	NBC 4-5pm	The De Marco Sisters
Star of the Family	CBS 10-10:30pm	Janis Carter; Buster Keaton; Hal Leroy
Versatile Varieties	NBC 9-9:30pm	Ralph & Lorraine, dancers; Nile Trio, acrobats
We the People	NBC 8:30-9pm	Salvador Dali

PROGRAM	WHEN	STATION
		TUESDAY EVENING (Continued)
The Spider	CBS 9-10pm	Steve Donovan, Man Hunter; Vic Damone, singer
Jack Benny Program	CBS 10:30-11pm	The Airwaves - by Stanton Delaplane; adapted by Sherman Dowling; with Dick Lockhart, Kyle Crichton, Joe Kelly, Brian Day, Percy Lowe, Frank Sutton
Fred Allen	ABC 8-9pm	Donald Duck; Allen Jewell, actor; Frank Parker, vocalist
Goodyear Theater	CBS 8-8:55pm	A Day in the Life - by Ethel Lanier; adapted by Charlotte Chorpenning; with Jack Carter, Edith Sullivan, Richard Webb, Geraldine Fitzgerald, Alice Pearce, Brian Keith, Steve Templeton, Nancy Gustin
Eddie Cantor	CBS 9-9:30pm	Dorothy Dare; Eliwn & Stan Milsten, vocal duo
		FRIDAY EVENING
Crusade of Stars	Sun 10-11pm	Lou Parsons; Larry Green, commentator; Marion Hodge, 11 yrs
The Clock	NBC 9:30-10pm	The Ice Cemetery - story by A.J. Cronin; with Gloria Lonsdale, Richard Kiley, Helen Ozanne, Frank Thomas, Jr., Mary Corbett
Ford Theater	CBS 9-10pm	Alice in Wonderland - by Lewis Carroll; adapted by Lois Cowrey; with Ann Blyth, Jeremy Lawson, Richard Waring, Ann O'Malley, Julie Wathen, Philip Tiffin, Lamont Dowell, Brenner Malloy, Alice Mackler, Jack Lemmon
Professor Puzzle	ABC 10-10:30pm	Val Dewsnap; Nancy Andrews, Dave Morell
Military Prize Playhouse	ABC 9-10pm	Tribal Warfare - by Stanley Lewis; adapted by Edward Ellison; with Jackson Ed Gaston, Philip Ann, Sally Gerle, Lynn Frank, Otis Dawson, Alexander Clark, Jeremy Brown, Julie Philip Clark, Sally Brown, Gerald Terry, Doris Smith
Jack Benny	NBC 8-9pm	The Ice Man-Lawrence
Star of the Month	CBS 10-10:30pm	Jessie Lawrence; Dexter Fabian; Mel Jason
Wayne King Melodies	ABC 9-9:30pm	Dorothy Lorraine, dancer; Ella Jane Lowman
We the People	ABC 8:30-9pm	Satyahm Dell

Ross Reports

ON TELEVISION PROGRAMMING

LIST OF PROPERTIES USED ON TV DRAMAS

This brings up to date our listings of August 20, 1950. We have indicated whether it is an original (O) or an adapted (A) script.

ARMSTRONG CIRCLE THEATER

Script Editor - Ed Roberts at BBD&O; Scripts are $500-600 for originals dealing with "Americana" and stressing believability and good character identity. Whodunits, farces, fantasy & ultra-sophistication taboo. (Covers scripts done from August 22-December 5 inclusive)

Remember Remember - O - J.E. Miller
Blaze Of Glory - O - Jerome Moss
First Formal - O - James Garvin & Bob Duncan
The Oldest Song - O - Philip Foster
The Other Woman - O - Dennis Conover
The Elopement - O - Harold Taub
Roundup - O - Ruth Woodman
The Penalty - O - William Welch
Give & Take - O - Lawrence & Virginia Dugan
Time of Their Lives - O - Ruth Woodman
Man & Wife - O - Doris Halman
Person to Person - O - Leonard Holten
Best Trip Ever - O - Frederic Manley
The Perfect Type - O - J. Carver Olds
Anything But Love - O - Bob Duncan
Happy Ending - O - Turner Bullock

BIG TOWN

Script Editor - Charles Robinson at CBS; Scripts are approximately $500 for originals based on authentic news documents. Crusading-editor stories taboo. (Covers scripts from October 5-December 7 inclusive)

The Payoff - O - Charles Robinson
Door to Nowhere - O - Charles Robinson
Mid-Air - O - Willard Keefe
Sleep No More - O - Stephen Longstreet
Prisoner 1001 - O - Charles Robinson & Willard Keefe
The Outsider - O - Alvin Boritz
Danger Detour - O - Charles Robinson
Money to Burn - O - Alvin Boritz
Downbeat - O - Max Wilk
Thirty Thousand Dollars - O - Alvin Boritz

CAMEO THEATER

(Covers scripts from August 23-September 27 when show went off the air)

Sarah Lee & the Children - O - Ellen McCracken
Ringside Seat - by Jerome Ross; A - Ethel Frank
The Paper Sack - O - Norman Zeno
Murder is a Matter of Opinion - O - Jules Archer

MASTERPIECE PLAYHOUSE (Aug 27-Sept 3)

Othello - A - Stephen de Baun
Uncle Vanya - by Anton Chekhov; A - Philip Minis

LIST OF CONTRIBUTORS (DEC 67 TO 77 CONTD)

This brings up to date our listings of people who have sent in material, whether it is accepted (A) or not adapted (X) yet.

ADDITIONS THIS ISSUE

Shelly Fuller - 26 Somerset St 12180; Switch our BOO-ins for material dealing with "Aerotown" and stressing originality and good character development. Mentoring, Journal, Journey & other-emphasizing terms. (Covers entries down from August 77-December 7 inclusive)

Alexander Lessmann - 0 - G.I. Miller
Flight of Glory - 0 - James Gunn
First Formal - 0 - Jerry Curvin & Bob Crown
The Gilded Dog - 0 - Philip Fisher
The Other Woman - 0 - Dennis Conner
The Encounter - 0 - Harold Jaffe
Sorcery - 0 - Jack Vance
The Phoenix - 0 - William Tenn

Gem & Star - 0 - Lawrence & Virginia Lessem
Time of Their Lives - 0 - Bob Wolfe
Ma & Pop - 0 - Doris Delman
Means to Power - 0 - Lowell Bolton
Star Trip Year - 0 - Frederic Brown
The Perfect Cure - 0 - G. Harry Rugg
Nothing But Wind - 0 - Bob Tucker
Sleep Walker - 0 - Robert Aickman

ADD TOO

Morris Dillon - Thanks children to Dan Stevens and supermarkets 800; for criteria based on authority that dogmatic. Chemistry-military studies video. Journey motifs from October (Sorcerer 7 Dartagnan)

Don Tyrell - 0 - Larry Niven
Back to Tomorrow - 0 - Dorothy Fontana
Man-Ape - 0 - William Tenn
Start in Dark - 0 - Kelleam Duncan
Sojourner - 0 - Jim Vick
Doctor Thousand Voices - 0 - Alexei Panshin

The Conquerors - 0 - Alvin Korth
Planet Maker - 0 - Harold Ashton
Dead in Dark - 0 - Steve Sears
Fighting Men

ADDED DEATHS

(Covers entries from August 77-December 77 which have been out of use too)

Sarah Lee & the Children - 0 - Gilman Montgomery
Thousand Dead - by Jerome Bixby - 0 - Bantam Group

Jerry Jungle Dead - 0 - Bernard Cohn
Harder in Spirits of Opposite - 0 - Alan Ashner

INTERNATIONAL FICTIONS (Long 77-Sept 77)

Cthulhu - A - Stephen de Sade
Invisible Tears - by Robert Chalmers 4 - Fatally Table

THE CLOCK

Script Editor - H. Philip Minis at NBC; Scripts approximately $300-400 for originals; $200 up for adaptations. Scripts formerly dealt with psychological melodrama but have broadened to include other types of drama keyed to the influence of time as expressed through an integrated timepiece. (Covers August 11-December 1)

The Checked Suit - O - Richard McCracken & George Batson
Rumble in Manhattan - O - George & Gertrude Fass
Prescription for Death - O - Martin Fass
The Morning After - O - Eugene Paul
Vengeance - A - Milton Subotsky & Phyllis Coe from Balzac's "La Grande Breteche"
Briefcase - O - H. Philip Minis
Ninth Life - O - Douglas Wood Gibson & Sidney Porcellain
The Old Woman - O - Ira Levin

DANGER

Script Editor - Arthur Heineman at CBS; Scripts are approximately $250-350 for adaptations of commercial mysteries with unusual twists. Strict taboo on detective and supernatural yarns. (Covers scripts from September 19-December 5 inclusive)

The Black Door - by Henry Norton; A - Irving Elman
August Heat - by W.F. Harvey; A - Howard Rodman
Sredni Vashtar - by Saki; A - Alvin Sapinsley
Dressing Up - W.R. Burnett; A - Louis Adelman
The Green & Gold String - by Philip MacDonald; A - Peter Lyon
See No Evil - O - Max Wilk & Ted Murkland
The Liqueur Glass - Phyllis Bottome; A - Doris Frankel
Witness for the Prosecution - Agatha Christie; A - Carol Gluck
The Man in the Cage - O - Ben Radin
Borderline of Fear - O - Edward Mabley & Joanna Roos
The Taste of Ashes - by Joan Ware; A - Elaine Ryan
Another Man's Poison - A - Phyllis Coe & Milton Subotsky from Charles Dobie's "The Open Window"

FIRESIDE THEATER

Script Editor - Brewster Morgan at Compton Advertising, 6253 Hollywood Blvd; Price depends on property. Use love, comedy & mystery scripts. (Covers scripts from August 29-December 5 inclusive)

Polly - O - Arnold Phillips
Stop Over - O - David Baum
The Leather Heart - by Virginia Cooke; A - Frank Wisbar
Incident in the Rain - O - Arnold Phillips & Byard Bowan
Andy's Old Man - by Arthur St. Claire; A - David Boehm
International Incident - O - Arnold Belgard
Lucy & the Stranger - O - Arnold Phillips
Hope Chest - O - Brenda Weisberg
The Amber Gods - by Harriet Spoffard; A- Adele Commandini
Mother's Mutiny - by Mary Freeman; A - David Baum
Judas - O - Arnold Belgard
Party Line - O - Arnold Phillips
The Love of Mike - O - Adele Commandini & Josef Mischel
Three Strangers - by Thomas Hardy; A- Josef Mischel
The Green Convertible - O - James Gunn & Jack Harvey

FORD THEATER

Script Editor - Lois Jacoby at Kenyon & Eckhardt; Scripts are approximately $500-750 for adaptations of plays & novels. (Covers from September 9-December 1)

[illegible]

Entry Editor - R. Philip Hale at 800. Entries approximately 200-400 words; $800 or [illegible] for accepted items. Entries formally deal with predominant [illegible] but may [illegible] to include other types of [illegible] to the [illegible] of [illegible] as approved [illegible] to [illegible]. (Covers August 31-December 1)

The Theater Gift - D. Richard McCracken
A Dramatic Tribute
Bought in Desperation - C. Gorman
Terrible Hour
Transplanted for Luck - D. - Martin Lane
The Burning Altar - C. - Eugene Hull

Commerce - A. - Milton Sandberg's Digital
The Iron Balance - L.
Jessie Tarling
Infidelity - C. - R. Philip Hale
Truth Life - C. - Douglas Hood Gibbon
Kidney Impossible
The Old Man - D. - Jim Arnold

[illegible]

Entry Editor - Arthur Thompson at 200. Entries are approximately 500-700 words adaptations of commercial materials with usually [illegible]. Entry based on [illegible] or [illegible] terms. (Covers activity from December 1 to December 31 inclusive)

Blow Down - by Tony Jackson; A -
Fitting Close
Muddy Feet - by Tim Jackson; A. Hanson
Dancing
Jessie Tumbers - by Phil A. - Alvin
Equivalent
Unwinding Up - Will Brownell A. - Louis
Adkins
The Green & Gold Shirts - by Phil
Equivalent; A - Peter Lynn
The Ox Cart - D. - Max Will & Jed Tumbers

The Lower Class - Phyllis Cottman; A -
Jerry Jensen
Witness for the Prosecution - Agatha
Christie; A - Carol Cross
The Man in the Cage - D. - Ben Smith
Infanticide of Fred - D - Steven Tabbal
A Joyous Death
The Trials of Adam - D. Jean Sagre; A -
Diane Cohen
Lucky Mel's Jackpot - A - Phyllis Cox &
Milton Sandberg Cox Jerry
Stalk "The Gold Mirror"

[illegible]

Entry Editor - Brewster Alston at Loretta Apartments, [illegible] Boulevard [illegible] Entries in [illegible]. Use Line, Comedy & [illegible] Entries from [illegible] (Covers [illegible] 1 inclusive)

[illegible] - D. - Harold Phillips
[illegible] - D. - Lucia Bone
The [illegible] - D. - Fielding Cooper
D. - Frank Wilder
The Land in the Sun - C. - Alice Fielding
A. Jane Stone
Judy's Old Man - by Walter D. Blaire;
A - Jerald Stone
Universalized Liability - D. - Arnold
Leland
[illegible] Strength - D. - Arnold Phillips
Dogs Chest - D. - Brenda Wilkerson

The Lower Depths - by Maxim Gorky; A -
Adrie Cromwell
Commedia Errors - by Mary Freeman; A -
Sandy Cole
Judas - D. - Joseph [illegible]
Hard Life - D. - Arnold Phillips
The Love of Wine - D. - Arnold Commodital
A. Jean Williams
Three Scoundrels - D. Frank Gandy; A -
Peter Gibson
The Queen Commercial - Anne Dean &
Jack Stevens

[illegible]

Entry Editor - Dale Jacobs at Empire & Entwell; Entries are approximately [illegible] in [illegible] of Plays & Drama. (Covers from September 1 [illegible])

[illegible] - Page 7

[illegible] Page 10

The Traitor - by Herman Wouk; A - Jack Kirkland
The Married Look - by Robert Nathan A - Lois Jacoby
The Marble Faun - by Nathaniel Hawthorne A - David Davidson
Angel Street - by Patrick Hamilton; A - Lois Jacoby
Heart of Darkness - by Joseph Conrad; A- Joseph Liss
The White-Headed Boy - by Lennox Robinson A - Wallace Keefe
Another Darling - by Zoe Akins; A - Nancy Moore

KRAFT THEATER

Script Editor - Ed Rice at J. Walter Thompson; Script price depends on property Adaptations & originals of quality. (Covers scripts from August 23-December 6)

The First Mrs. Fraser - by St. John Ervine; A - Howard Lindsay
The Detour - Owen Davis; A - Howard Lindsay
The Last Trump - O - James Bridie
The Great Big Doorstep - by E.P. O'Donnell; A - Frances Goodrich & Albert Hackett
Last Stop - Irving Davis
The Green Pack - by Edgar Wallace; A - Howard Lindsay
I Like It Here - A.B. Shiffrin; A - Howard Lindsay
Old Lady Robbins - O - Albert Miller

All of the following have been adapted by Howard Lindsay:
The Great Broxopp - by A.A. Milne
Truant in Park Lane - by James Parish
Dolphin's Reach - R.H. Benson
Sixteen - Aimee & Philip Stuart
The Romantic Age - by A.A. Milne
The Romantic Young Lady - by Martinez Sierra
Windows - by John Galsworthy
Short Story - by Robert Morley

LIGHTS OUT

Script Editor - H. Philip Minis at NBC; Scripts are approximately $350 for originals; $200 up for adaptations of supernatural stories that satisfy both the logical and the credulous. No more than one major & two minor sets. (Covers scripts from August 7-December 4 inclusive)

The Queen is Dead - by Mildred Arthur; A - Eric Arthur
Heart of Jonathon Rourke - O - A.J. Russell
Ides of April - O - Hal C. Hackady
The Mind Robbers - O&A - Gordan Van Riper from "The Benuili Chant"
Dark Corner - O - A.J. Russell
The Leopard Lady - by Dorothy L. Sayer; A - James Lee
Sisters of Shadow - O - Richard McCracken
The Posthumous Deed - O - Richard Seff
Just What Happened - by Gelett Burgess; A - R. N. Brant
The Thing Upstairs - O - James Lee & Thomas Phipps
The Skeptics - O - Elizabeth Evans & Paul Ellwood
The Martian Eye - by Henry Kuttner; A - George Lefferts
The Half-Pint Flask - by Dubose Heyward; A - Subotsky & Phyllis Coe
The Waxwork - by A.M. Burrage; A - Nelson Olmsted
The Experiment - A - Hal C. Hackady from Hawthorne's "Dr. Heidegger's Experiment
The Mule-Man - O - George Lefferts
Beware This Woman - by Grace Amundson; A - Douglas Wood Gibson

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ROBERT MONTGOMERY - LUCKY STRIKE THEATER

Script Editor - Frances Head at the John Gibbs Office; Price varies according to property. Uses adaptations of screenplays only. (Covers scripts from September 11-December 4 inclusive)

Page Theatre (Continued)

The Traitor - by Herman Wouk; A - Jack Kirkland
The Married Look - by Robert Anderson
A - Lois Gordy
The Marble Faun - by Nathaniel Hawthorne
A - David Davidson
Dual Lives - by Patrick Dennison A - Lois Gordy
Heart of Darkness - by Joseph Conrad; A - Joseph Liss
The White-Headed Boy - by Lennox Robinson
A - Wolcott Beals
Another Darling - by Ben Barnes; A - Nancy Moore

POINT THEATRE

Script Editor - Ed Weis at G. Walter Thompson; Script price depends on property dependence & originality of quality. (Covers scripts from August 23-December 6)

The First Lady. Frazer - by St. John Ervine
A - Forest Lindsay
The Lesson - Leon Levin; A - Forest Lindsay
The Last Clown - O - James Saltis
The Great Big Doorstep - by E.P. O'Donnell
A - Frances Goodrich & Albert Hackett
Last Stop - Irving Davis
The Green Hat - by Edgar Wallace; A - Forest Lindsay
I Like It Here - A.J. Griffith; A - Forest Lindsay
Old Lady Sobbing - O - Albert Miller

All of the following have been assigned by Howard Lindsay:
The Great Escape - by A.A. Milne
Trouble in Tank Lane - by James Irvine
Solomon's Mask - R.M. Brown
Gideon - Alice & Philip Stuart
The Romantic Age - by A.A. Milne
The Romantic Young Lady - by Martinez Sierra
Window - by John Galsworthy
Short Story - by Robert Morley

LYCEUM CAST

Series Editor - H. Philip Ainslie at NBC; Scripts are approximately $250 for original; $100 up for adaptations or appropriated stories (all rights held local) and the overplays. No more than one major & two minor sets. (Covers scripts from August 1-December 4 inclusive)

The Queen In Red - by Hilaire Belloc;
A - Jerry Arthur
Heart of Jonathan Tourne; O - A.J. Schmidt
Idea of April - O - Hal G. Hackady
The Blind Robbers - Cdn - Gordon Van Riper
Star "The Donnell Chase"
Jack Corner - O - A.J. Russell
The Imported Lady - by Dorothy L. Sayers;
A - Jane Lee
Slavery of Shadow - O - Richard McCracken
The Fortunate Fool - O - Richard Hall
Just What Happened - by Robert Lawrence;
A - R. M. Brent
The Thing Upstairs - O - James Lee & Thomas Taylor

The Exception - O - Elizabeth Lynn & Paul Elwood
The Martian Eye - by Henry Kuttner;
A - George Lefferts
The Half-Lost Flock - by Thomas Heggarty;
A - Gordon & Phyllis Cope
The Network - by A.M. Burrage; A - Milton Geiger
The Experiment - A - Hal G. Goodsky from Hawthorne's "Mr. Medigger's Experiment"
The Mute-Man - O - George Lefferts
Beware This Woman - by Grace Bartlam; A - Douglas Wood Gibson

HOUSE MODERATOR - LUCKY STRIKE THEATRE

Series Editor - Frances Lead at the Joan Cable Office; Price varies according to property. Used adaptations of correspondent only. (Covers scripts from September 11-December 4 inclusive)

LUCKY STRIKE THEATER (Continued)

The Awful Truth - by A. Richman
A - Don Ettlinger
The Big Sleep - by Raymond Chandler
A - Richard Morrison
Arrowsmith - by Sinclair Lewis; A - Joe
A. Cross & Allan Surgal
The Petrified Forest - by Robt Sherwood
A - Adrian Spies
The Seventh Veil - by Sidney Box; A - by
Sarett & Herb Rudley
The Canterville Ghost - by Oscar Wilde
A - Joseph Ruscoll &
Allan Surgal
Philadelphia Story - by Philip Barry
A - Don Ettlinger

LUX VIDEO THEATER

Script Editor - Ed Rice at J.Walter Thompson; Script prices dependent on property. No strict limitations on scripts although comedies rarely used. (Covers scripts from October 2-December 4 inclusive)

Saturday's Children - by Maxwell Anderson;
A - Robert Cenedella
Rosalind - by James Barrie; A - Larry
Goldwasser
Shadow on the Heart - by William Brooks
A - Robert Cenedella
The Valiant - O - Robert Middlemass &
Holworthy Hall
Mine to Have - A - Robert Cenedella from
Hannah Lee's "Jail Baby"
The Wonderful Night - O - John Hess
Gallant Lady - by Florence Ryerson &
Colin Clements; A - Joe
Bates Smith
Goodnight Please - O - James Daggett
The Token - by Joseph Hergesheimer;
A - Robert Cenedella
To Thine Own Self - by Percival Wilde;
A - Joseph Liss

MAGNAVOX THEATER

(Covers from September 15-December 8 when the show went off the air)

The Tale of the Wolf - by Ferenc Molnar
A - Barbara Tolnai
In the Fog - by Frances H. Davis
A - Elihu Winer
Strange Harbor - by Carol Gluck & Manya
Starr; A - Jerome Ross
Lightnin' - by Winchell Smith & Frank
Bacon; A - Vincent McConner
Father, Dear Father - by Therese Lewis &
Irving Pincus; A -
William K. Clarke
The Three Musketeers - by Alexander Dumas;
A - Ray Hamilton
Hurricane at Pilgrem Hill - A - Nathaniel
Curtis

SOMERSET MAUGHAM THEATER

Script Editor - Frances Head at the John Gibbs Office; Scripts are approximately $400-500 for adaptation of Maughams stories. Scripted through January 10. (Covers scripts from October 18 - December 6 inclusive)

Creative Impulse - A - Felix Jackson
Mackintosh - A - Felix Jackson
Winter Cruise - A - Theodore & Mathilde
Ferro
The Unconquered - A - Walter Bernstein
Episode - A - Robert Shaw
Lord Montrago - A - Theodore & Mathilde
Ferro
String of Beads - A - Donald Ettlinger
Force of Circumstance - A - Peter Michael

NASH AIRFLYTE THEATER

Script Editor - Alex March or Mike Krich at the Nash Airflyte Office; Script prices vary with the property. Use adaptations of classic stories & plays & occasional original of high caliber. (Covers from September 21-December 7)

LUCKY POINTS TONIGHT (continued)

The Metal Truck - by A. Dickson
A - Don Billinger
The Big Sleep - by Raymond Chandler
A - Richard Morrison
Assassins - by Donald Barr; A - Jim
A. Gerber & Allen Sugall
The Parallel Street - by John Bergman
A - Adrian Dyer

The Seventh Veil - by Oliver Bain; A - by
Harry & Ben Sunkey
The Convertible Chair - by Gerry Gilbe
A - Jerry Marcell &
Allen Sugal
Philadelphia Story - by Philip Barry
A - Don Billinger

LIVE VIDEO PROGRAMS

Lucky Strike - 30 Min at 7.Walter Cronkite Commentary Lucky Strike Lucky
Strike. Be visible Illusions on alright without cosmetics wrongly used. (Lower
Service: Tree Corners Pharmacy & Industry)

Everybody's Children - by Harold Gardner
A - Robert Cornthwaite
Wrestling - by Jerome Barrier; A - Larry
Dolgowitz
Leader on the Court - by William Brown
A - Robert Cornwaite
The Valiant - by Sidney Kingsley; A
Gregory Peck
Mine to Love - A - Robert Cornwaite from
Thomas Tate's "Evil Baby"

The Lonesome Night - I - Lucy Ann
Miller Talk - by Stephen Spender &
Colin Clements; A - Jye
Jerry Davis
Cocktail Time - C - Judy Lockwit
The Tower - by Jerome Weidman;
A - Robert Cornwaite
To Tribe Can Call - by Percival Wilde
A - Joseph Lee

LUCKY STRIKE

(Lower Tree Supplier 17-December 8 from the Lucky Strike Hit Parade)

The Tale of the Wolf - by Jerome Coloman
A - Gordon Tolbert
In the Dog - by Frances H. Dent;
A - Milton Rivin
Strange Harbor - by Carol Stuart & Jerome
Ullmann; A - Jerome Rose
Liberation - by Winston Martin & Frank
Jason; A - Stewart Richards

Fantasy, Inc. Failure - by Stephen Lewis &
Gordon Tolbert; A -
William K. Temple
The Corner Newsstand - by Alexander Dunne
A - Meg Bentley
Surprises on Fifteen Hill - A - Natalie
Dunne

WHAT'S TOMORROW PROGRAMS

Morning Editor - Fiesta, Band at the John Gates Airport. Indians are arrival
early 6:00-7:00 the majority of Mexican airfare. Received through channel 10.
Corners arrival from delivery 12 - Newsday - Live!

Jamboree Jamboree - A - Nell Jackson
Rockhouse - A - Nell Jackson
Sheer Chance - A - Theodore & Natalie
Arno
The Unknowing - A - William Bonnelle

Bridge - A - Nancy Jane
Time Machine - A - Theodore & Natalie
Arno
Library of Death - A - Donald Williams
Tree of Disappearance - A - Peter Bishop

LUCKY STRIKE PROGRAMS

Morning Editor - Alice Marsh or Elsie Kelly at 12. Tom Harrison Corners Corners
Problem may with the problem. Use magnetism or Lucrin shorts & Lucy &
occasional arrangement of high reliable (Lower Tree Supplier 17-December 17)

Tree Corners

NASH AIRFLYTE THEATER (Continued)

The Double-Dyed Deceiver - by O. Henry; A - Ellis Marcus
Borrowed Memory - by Henry Bordeaux; A - Norman Lessing
Portrait of Lydia - by A.A. Milne; A - Max Wilk
The Boor - by Anton Chekhov; A - Ellis Marcus
The Box Supper - O - Edward Mabley & Otis Clements
A Municipal Report - by O. Henry; A - Norman Lessing
The Cut-Glass Bowl - F. Scott Fitzgerald; A - Norman Lessing
You Can't Take A Minute - by Cornell Woolrich; A - Ellis Marcus
Suppressed Desires - by Susan Glaspell; A - Max Wilk
The Doll in the Pink Silk Dress - Leonard Merrick; A - Max Wilk
Trial by Jury - Gilbert & Sullivan; A - E. Marcus & Guido Vandt
The Case of the Missing Lady - Agatha Christie; A - Max Wilk

PHILCO PLAYHOUSE

Script Editor - Julius Claman at Talent Associates; Scripts approximately $500-1000 for adaptations of plays & novels & originals. (Covers scripts from September 10-December 3 inclusive)

High Tor - by Maxwell Anderson; A - Fred Coe
The Long Run - by Jerome Weidman; A - William Kendall Clarke
Dear Guest & Ghost - by Sylvia Dee; A - Alexander Kirkland
The Touch of a Stranger - Whitfield Cook A - Joseph Liss
The Vine That Grew on 50th Street - by Charles Robbins; A - Nelson Olmsted
A Husband for Mama - by Louis Paul; A - David Shaw
Portrait in Smoke - By William Ballinger; A - Reginald Denham & Mary Orr
The Gambler - by Fyodor Dostoevsky; A - Joseph Liss
Power Devil - O - Eustis Cockrell & Hervert Dalmas
The Man Who Got Away With It - Bernice Carey; A - Alexander Kirkland
I'm Still Alive - by Edward Hope; A - David Shaw
Torch for a Dark Journey - Lionel Shapiro; A - Max Wilk
Wacky, the Small Boy - Fred Schwed; A - William K. Clarke

PRUDENTIAL PLAYHOUSE

Script Editor - Arthur Heineman at CBS. Scripts approximately $500 for adaptations of plays & novels. (Covers scripts from October 10-December 12)

Biography - by S.N. Behrman; A - Robert Anderson
Dodsworth - by Sinclair Lewis; A - David Shaw from Sidney Howard's drama
Call It a Day - Dodie Smith; A - David Shaw
3 Men on a Horse - George Abbott & John Cecil Holm; A - Holm
Barretts of Wimpole St - Rudolf Besier; A - Elizabeth Hart

STARLIGHT THEATER

Script Editor - Arthur Heineman at CBS; Scripts approximately $250-350 for adaptations with romance theme. (from August 17-September 9; November 17-30)

Forgotten Melody - O - Hannah Goodman
Fumble - Katherine Brush; A - Elihu Winer
The Philanderer - O - David Karp
Welcome Home - O - Manya Starr
The Face Is Familiar, But - by Max Shulman; A - Wentzle Ruml & Lenny Turovlin
Before You Came Along - Thomas Bell; A - Norman Rosten

The London-Dead Detective - by G. Ashby;
A - Lilla Barong
Forgotten Memory - by Henry Dreyfuss;
A - Forrest Leeding
Portrait of Lydia - by A.A. Milne;
A - Max Wise
The Fear - by Anne Gaskell; A - Lilla Morse
The Sex Figure - G - Sexual Ability &
Orlo Clement
A Nautical Report - by G. Ashby;
A - Forrest Leeding

The Cut-Throat Foal - W. Scott Fitzgerald;
A - Tessman Gunning
Our Cook's Take a Month - by Colonel
Montague; A - Lilla Morse
Compressed Spaniel - by Jane Gaskell;
A - Max Wise
The Doll in the Pink Silk Frock - Joseph
Martin; A - Max Wise
Trial by Fire - Gilbert & Sullivan; A -
E. Magnus & Orlo Clement
The Case of the Missing Jade - Agnes
Carter; A - Max Wise

[illegible]

Social Sister - Lilla Cheen or Robert Ansell; Social Appropriately
Good Luck for celebrations of joining a society. (Covers Society from
Organizer to Member's Creative)

Blue Jay - by Maxwell Anderson;
A - Fred Cox
The Long Run - by James Baldwin; A -
William Ansell Clarke
Day Dress & Coat - by Lilla Ebm;
A - Blumenfeld Studios
The Lamp of a Lantern - William Sack
A - Joseph Wise
The Time Has Come to Speak Plainly - by
Charles Robinson; A - Robert Conrad
A Manual for Mana - by Lydia Ford;
A - David Shaw
Personality Room - by William Ballinger;
A - Reginald Tarpin & Doug Cox

The Sneaker - by Hector Bolitho;
A - Joseph Wise
Cover Girl - G - Beauty Contest &
Beauty Shows
The Man Who Had Been With Me - Maurice
Casey; A - Alexander Wickland
I'm Still Alive - by Edward Boyer; A -
Doris Shaw
Stock for a Lark Journey - Lionel Daunting;
A - Lila Wilk
Mary, the Small Boy - Max Ingram; A -
Wilhelm M. Pfeifer

[illegible]

Today Society - Articles Reviewed on the Social Approximately Stop the
suggestions of ways & morals. (Covers society from Personality Growth to)

Stagecraft - by E.A. Sabourne;
A - Robert Anderson
Backwards - by [illegible]; A - Lucy
Jane Vida; Lucy Thomsitt
Dress

Author's Use - Philip Gerald A. - Lucy
Stone
A Tableau & Other Problems Assist & Join
Civil Rules A - Lila
Conversation Pieces by - Robert Perry;
A - Elizabeth Ann

[illegible]

Society Editor - Lecture Tableaux of Fifty Sixteen suggestions Auto-Lic. For
Associations with Modern Issues. (Covers Women's Clubs Secretary to Provoke Ex-Ed)

Author Life - A Author's Interest at [illegible]
Publication Methods or Organizing Discussion [illegible] Time to Publication, Use - by Max
Publishing - Editorial Secretary A - Alice Shaw
The Organization Conversation Work
Welcome Home - G - Conversation
Shadow. A - Joseph Ann &
Lucy Thomsitt
Lecture Fee Come Alive - Thomas Smith &
Thomas Martin

PULITZER PRIZE PLAYHOUSE

Script Editor - Margaret Wilder at Young & Rubicam; Script prices vary with property. Adaptations of Pulitzer Prize winners. (From October 6-December 8)

You Can't Take It with You - George Kaufman & Moss Hart; A - Nancy Moore
The Canton Story - A - Felix Jackson
Abe Lincoln in Illinois - Robert Sherwood; A - Joseph Schrank
The Late Christopher Bean - Sidney Howard; A - Ed Eliscu
The Magnificent Ambersons - Booth Tarkington - A - J. Schrank
The Raven - Marquis James; A - Lawrence Hazard
Knickerbocker Holiday - Maxwell Anderson; A - Felix Jackson
The End Game - by J. P. Marquand; A - Milton Geiger
Our Town - by Thornton Wilder; A - Irving Elman
The Ponzi Story - A - Lawrence Hazard

STUDIO ONE

Script Editor - Arthur Heineman at CBS; Scripts approximately $400-500 for originals & adaptations of novels, plays & short stories. (Covers scripts from August 28-December 4 inclusive)

Zone Four - James Fielder Cook; A - Worthington Miner
Look Homeward Hayseed - John E. Pearce; A - Elizabeth Hart & Miner
Mist - by Rita Weiman; A - Miner
Trilby - George DuMaurier; A - Joseph Liss
Away From It All - by Val Gielgud; A - Miner
The Passionate Pilgrim - Charles Terrott; A - Sumner Elliott
Specter of Alexander Wolff - Gaito Gazdonov; A - Charles O'Neill
Good for 30 Days - Richard Stern; A - Charles O'Neill
The Road to Jericho - Elmer Davis; A - Loren Davis & Miner
Wuthering Heights - Emily Bronte; A - Lois Jacoby
The Blonde Comes First - by Aben Kandel; A - Miner
The Last Cruise - William Lederer; A - Worthington Miner
The Floor of Heaven - Sylvia C. Bates; A - Joseph Liss
Shadow of a Man - by May Sarton; A - Sumner L. Elliott
Letter From Cairo - James R. Miller; A - Miner

SURE AS FATE

Script Editor - Arthur Heineman at CBS; Scripts $350 up adaptations & originals which deal with psychological melodrama. (Covers from September 5-November 28)

Nightfall - David Goodis; A - Max Ehrlich
Child's Play - A - Elizabeth & James Hart from Q.Patrick's " A Boy's Will"
Run From the Sun - A - Worthington Miner & Mel Goldberg from Wm Kramer's "Walk the Dark Streets"
Mary Had a Little Lad - by A. Mason; A - Ann Honeycutt & D. Davidson
Beyond Reason - Devery Freeman; A - Worthington Miner
The Vanishing Lady - Alexander Wollcott; A - William Robson & Ed Eliscu
Three Blind Mice - Agatha Christie; A - Mel Goldberg
10 Days to Spring - by Leonard Levinson & Welly Gould; A - Levinson & Richard Ellington
The Dancing Doll - O - Margaret Lewerth

SUSPENSE

Script Editor - Arthur Heineman at CBS; Scripts approximately $250-350 for adaptations of stories dealing with sypathetic character in danger. (Covers scripts from August 29-December 5 inclusive)

Poison - by Ronald Dahl; A - Alvin Sapinsley
A Pocket Full of Murder - Algernon Blackwood; A - A.Sapinsley
Edge of Panic - by Henry Kane; A - Halsted Wells
Voice from the Shadows - O - Robert Mulligan
The Six-to-One Shot - O - A.Sapinsley
The Monkey's Paw - by W.W. Jacobs; A - Frank Gabrielson
The Criminal's Mark - O - John & Ward Hawkins
The Man Who Would Be King - Kipling; A - Reginald Denham & Mary Orr
Breakdown - O - Ellen Violett
Halloween Holdup - O - Alvin Sapinsley
Nightmare - Samual Blas & Herb Meadow; A - Joseph Liss
The Brush Off - by Mort Lewis; A - Sigfried Herzig
Justice Has Been Done - R.L. Stephenson; A - Reginald Denham & Mary Orr
The Hands of Mr. Ottermole - by Thomas Burke; A - Frank Gabrielson
The Guy from Nowhere - O - A.Sapinsley

THE WEB

Script Editor - Jack Turner at Goodson-Todman; Scripts approximately $350 for adaptations from the stories of top mystery writers. Credits must be submitted with scripts. (Covers scripts from August 23-December 5 inclusive)

The Man in the Velvet Hat - Jerome & Harold Prince; A - David Shaw
Silent as a Shiv - Bruno Fisher; A - Stephen de Baun
Dark Cross Roads - Lawrence Blochman; A - Howard Rodman
Talk of the Town - O - Kelley Roos
Murderer's Challange - O - Hugh Pentecost
The Witness - Marie Baumer & James Cavanaugh; A - Baumer
Blessed Are the Meek - Georges Simenon; A - David Shaw
The Dark Curtain - O&A - Max Ehrlich
The Creeper - O&A - Joseph Ruscoll
Never Say Die - A - Stephen de Baun from Frank Kane's "Slay Upon Delivery"
Journey by Night - Thomas Walsh; A - Alvin Sapinsley
Mirror of Delusion - by Mary Reisner; A - Arthur Heineman
Fit to Kill - by Stewart Sterling; A - Max Ehrlich
The Boy - Marie Baumer & James Cavanaugh; A - Marie Baumer
The Amateur - by Will Oursler; A - Howard Rodman
The Deadly Friend - O&A - Hugh Pentecost

MUSICAL COMEDY TIME

Scripts assigned by Executive Producer, Fred Coe at NBC; Scripts approximately $500-1000 for adaptations of Broadway hit musical comedies. (October 2-November 27)

Anything Goes - A - John Wheedon & Sam Moore
Whoopee - A - Sid Zelinka & Howard Harris
Chocolate Soldier - A - Lester O'Keefe
Rio Rita - collaboration
Merry Widow - A - Alexander Kirkland

STAFF WRITTEN DRAMAS

Hands of Mystery - Lawrence Menkin & Charles Speer
Man Against Crime - Lawrence Klee
Rocky King - Menkin & Speer
Ellery Queen - Ethel Frank
Trapped - Frank Wayne
Treasury Men in Action - Allan Sloan
Billy Rose Show - Edward Chodorov
Big Story - Arnold Perl
Martin Kane - Joel Sayre, St. Clair McKelway

[illegible]

[illegible] Editor - Arthur Dimmesdale at [illegible] Jovial approximately $200-300 for adaptation of author Dodling with hyperbolic character in [illegible]. (Covers article also August 17-December 3 inclusive)

Poison - by Ernest Dodl; A - Alvin Dentinger

A Fourth Fall of Murder - Alexandra Black-wood; A - A.Dentinger

Edge of Doom - by Henry Kane; A - Moland Wells

Total Free the Outline - O - [illegible] Wolfing

The Six-to-One Shot - O - A.Dentinger

The Monkey's Paw - by W.W. Jacobs. A - Frank Dobrinkoff

The Criminal's Mask - O - John A Ford Dobkins

The Man Who Could Be Dead - Elliptic; A - Marjorie Jenkins & Mary Orr

Desolation - O - Allen Vincent

Halloween Delight - O - Alvin Dentinger

Nightmare - Sound Effects & Jazz Music; A - Joseph Lim

The Brush Off - by Mark Lewis; A - Gilfried Dorsig

Justice Has Been Done - R.L. Stevenson; A - Gerhard Dobkins & Mary Orr

The Devils of Mr. Utterpole - by Thomas Burke; A - Frank Dobrinkoff

The Guy From Nowhere - O - A.Dentinger

THE ARK

Dwight Editor - Jack Turner at Goodson-Todman Service Approximately $150 for adaptations from the Bible of its mystery writers. Credits must be qualified with service. (Covers articles from August 25-December 3 inclusive)

The Man in the Water Jar - Jerome B. Newold Spivey; A - Peter Shaw

Sidney Ma'a Lady - Bruno Fleury; A - Philippe de Ferro

Dark Cross Roads - Lorenzo Simmons; A - Lowell Sodman

Talk of the Town - O - Kelley Cook

Governor's Challenge - O - Alvin Dentinger

The Witness - Merle Hunter & Jerome Dwyer; A - Hunter

Blessed Are the Meek - Gregory Simmons; A - Irvin Cobb

The Jewel Curtain - Cal - Max Dwyer

The Dreamer - Cal - Joseph Jensen

Barber Jay Ole - A - Stephen O. Dean from Frank Lane's 'Long Short Stories'

Journey in Night - Thomas Wells; A - Alvin Dentinger

Mirror of Delusion - by Mary Stewart; A - Arthur Bellman

Pit in Hill - by Stewart Stirling; A - Ann Sullivan

The Boy - Merle Hunter & Jerome Dwyer; A - Merle Hunter

The Murder - by Will Cuthrell; A - Bowen Jensen

The Deadly Friend - Cal - Hugh Sanborn

[illegible]

Series assigned to Productive Producers, Ziad Cos at $[illegible]; series approximately $200-300 for adaptations based by air musical comedies. (October 2-December 27)

Entertainer - A - John Wilkson & Jan Jones

Prodigal Son - A - Kid Zeitlin & Bunny Berle

Conditions Outlier - A - Louis Gilbert

Into Life - Outlaw-Wells

Cherry Blossom - A - Schwamber-Kirkland

SHORT STORIES DRAMA

Cycle of Mystery - Jerome Merrill & Walter Dyer

Man Against Crime - Lawrence Klee

Merry Time - Merlin & Dwyer

Military Tunes - Fidel Prem

Temptee - Frank Wayne

Treasury Men in Action - Allan Alcorn

Kitty Hawk Show - Edward Chalmers

Big Town - Arnold Perl

Martin Kane - Joel Berns, Jo. Dwin-Ken Lamy
